

Ambassadors for Trinidad

SG 17/8/75

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The Amral's Trinidad Cavaliers 1 on stage.

The Amral's Trinidad Cavaliers (1) has undoubtedly created unprecedented impact with their steelband music and the promotion of Trinidad and Tobago.

Reference to newspaper headlines, international critics and testimonials from sponsors clearly verify this:

The Cavaliers played to three curtain calls and left the audiences screaming and shouting for more..... Scarlet men of steel are superb. — SUNDAY MAIL, Adelaide, Australia, November 10, 1974.

Music you won't believe. — THE STAR, Kuala Lumpur, Malaysia, January 9, 1975.

A remarkable group. A unique and distinctive type of music. — THE AUCKLAND STAR, Auckland, New Zealand, March 13, 1975.

The Amral's Trinidad steelband drew the biggest attendance level on record at the Shire Hall. — AUSTRALIA NEWS, Queensland, Australia, May 5, 1975.

Last night the Cairns Civic Centre was packed to capacity with the most enthusiastic audience I have ever heard in this city.... They are magnificent ambassadors for their native Trinidad. — Robert Browne, Cairns Post Queensland, Australia, May 6, 1975.

The Cavaliers produced an assortment of modern, classical, traditional and popsy orchestrations, the like of which Mt. Isa Civic Centre will never reverberate to again — unless of course they return one day. — NORTH WEST STAR, Queensland, Australia, April 15, 1975.

Dynamic, vibrant, rhythmic, stunning. — GLADSTONE OBSERVER, Queensland, Australia, April 4, 1974.

The enthusiastic audience refused to allow the steelband members to leave the stage with rolling ovations and encores.... The secret of Amral's amazing band is more than first class musicians.

It is the right band of top talent and uninhibited showmanship that prove infectious and irresistible. — THE QUEANBEYAN AGE, New South Wales, Australia, June 2, 1975.

People who hear the Cavaliers steelband, can't resist writing letters of congratulations. Here are some

extracts from these letters.

Their sensational performances continue to draw large crowds, and their warm personalities are winning friends for both Trinidad and Expo '74... They are very congenial to work with and have been extremely co-operative in all areas.

Michael D. Kobluk, Director of Visual Arts, Expo '74, Spokane, Washington, USA, June 1974.

Their performance in the Merlin Chain of hotels is very successful and in fact is the hit of the town, and is highly complimented by the public. Eddie Tan, General Manager, Hotel Merlin, Kuala Lumpur, Malaysia, January 21, 1975.

The tour was one of our best promotional exercises ever. One sponsorship of your steelband music is tremendously successful and you fellows prove to be such fantastic people that we are proud that you have been touring ambassadors for the bank.

dream. Ron Dent, PRO,

You were a sponsor's Savings Bank of South Australia, Adelaide, Australia, December 13, 1974.

I was especially pleased with your co-operation and enthusiasm. Our audiences have been wildly enthusiastic about the shows. Paul Anderson, Administrator, Arts Council of Australia, South Australia, Division, Adelaide, Australia.

Your six weeks in Queensland have been one of the biggest box office successes ever promoted by this organisation, and I am sure if you ever wish to return to Australia that your successes will be repeated. Peter Dent, Administrator, Arts Council of Australia, Queensland Division, Brisbane, Australia, May 2, 1975.

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