



The Saint Lucia Tourist Board

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FOR IMMEDIATE RELEASE

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Saint Lucia Heats Things Up in Sports Illustrated 50th Anniversary Swimsuit Edition

Saint Lucia (February 18, 2014) – Things are heating up on the island of Saint Lucia and it's not just the weather. The 50th edition of Sports Illustrated Swimsuit 2014, which goes live across the web, mobile, tablet and newsstands on February 18th and features the picturesque and colorful landscape of the Caribbean island paradise Saint Lucia.

Sports Illustrated Swimsuit Senior Editor, MJ Day, explains, "We chose locations for the 50th anniversary edition that we knew would grab readers' attention. Saint Lucia's iconic Piton mountains, gorgeous beaches, and lush rainforest were a perfect fit for this historic issue."

Models Emily Ratajkowski, Chris Urena, Samantha Hoopes, Lauren Mellor, and Hannah Ferguson, are featured at three locations throughout the island. *Soufriere waterfront, a lively fishing village, Malgretoute Beach, a calm mooring site for yachts sailing around the island and finally, Sugar Beach, A Viceroy Resort, owned by the former accountant for the Rolling Stones.*

"We were thrilled to host Sports Illustrated as they shot the 50th anniversary issue," said Tracey Warner Arnold, Deputy Director of Tourism for the Saint Lucia Tourist Board. "There is something almost magical about our island that clearly captured the imagination and eye of MJ and her talented SI Swimsuit team."

<http://swimdaily.si.com>/For more information about the island of Saint Lucia, call 1-800-456-3984, visit <http://stlucianow.com/> or through Facebook at www.facebook.com/SaintLuciaTouristBoard.

About Saint Lucia

One of the Windward Islands of the West Indies' Lesser Antilles, Saint Lucia (pronounced Saint LOO-sha) is nestled halfway down the Eastern Caribbean archipelago. The "Helen of the West Indies," Saint Lucia is known for its natural beauty and diverse attractions, including the signature Piton Mountains - a UNESCO World Heritage Site - a tropical rainforest and one of the world's few drive-in volcanoes. Culturally rich offerings include the bustling marketplace in the capital of Castries, quaint fishing villages along the coastline, and the annual Saint Lucia Jazz & Arts Festival. Saint Lucia's wide range of accommodations includes world-class five-star resorts, all-inclusive resorts, intimate inns and value-oriented properties. Saint Lucia also is home to world class cruise and yachting facilities. The island is continually recognized as one of the Leading Wedding and Honeymoon destinations worldwide.

About Viceroy Hotel Group

[Viceroy Hotel Group](#) delivers one-of-a-kind lifestyle experiences that bring together provocative design and intuitive service in sought-after locations. Signature brand amenities and services created for the diverse business and leisure guests include dynamic dining venues featuring world-class culinary talents and destination spas specializing in health, fitness and beauty. Current properties include hotels and resorts in Abu Dhabi, Anguilla, Beverly Hills, Maldives, Miami, New York, Palm Springs, Riviera Maya, San Francisco, Santa Monica, Snowmass, St. Lucia and Zihuatanejo with forthcoming openings in Dubai, Istanbul and Bodrum, Turkey.

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