

**FOR IMMEDIATE RELEASE**

OCTOBER 30, 2023

## **Grand Bahama Island Tourism/Promotion Board Unveils New Logo**

*New Logo & Upcoming Events Showcased In Winter 2023/2024 Issue of Grand Life Magazine*

**FREEPORT, GRAND BAHAMA** - The Grand Bahama Island Tourism/Promotion Board unveiled a new logo in the most recent issue of the Grand Life Magazine's Winter 2023/2024 issue, which was released on October 30. The refreshed imagery is the first in a series of new initiatives and events that will be rolled out in the next few months.

"Grand Bahama is one island that offers three unique experiences, and our new logo is designed to showcase that," noted Ian Rolle, President of The Grand Bahama Port Authority & Acting Chairman of the Grand Bahama Island Tourism/Promotion Board. "The refreshed logo is in the shape of the paradise that is Grand Bahama. There are several elements hidden inside its design, including a turtle and three teardrop shapes that represent the island's offering of three distinct experiences: a 'family island' community filled with authentic Bahamian culture in the west, the island's 'city' center, and an eco-wonderland in the east. The logo's orange ombre hues also represent Grand Bahama's vibrant sunsets and the transition from one experience to the next."

The new logo is just the beginning of a series of new initiatives in the pipeline, according to Rolle. "In addition to the GBI Restaurant Fest, which will return for a third year with even more restaurants, a new theme and additional activities to be enjoyed, we will unveil a number of new campaigns and projects that will help our members connect with international and domestic visitors."

The Grand Life Magazine, which is the official magazine of Grand Bahama, features diverse stories about the people, communities, and businesses that make the island unique. In addition to showcasing the new logo, the winter issue will highlight stories about Coral Vita, the Renu Day Spa, Six Senses Grand Bahama, The Xquisite Catamaran Center and Galley Restaurant, Grand Bahama's 120+ dining options, the GB Human Society, things to do on Grand Bahama Island, and the vibrant story of Grand Bahama's Junkanoo community.

The Grand Life Magazine is available at Bahamian Tourism offices around the world, as well as in a digital format. The publication will also soon be featured in Bahamian Consulate offices.

To view the current issue, visit [www.grandbahamavacations.com](http://www.grandbahamavacations.com)

## PHOTOS



# GRAND BAHAMA ISLAND

An Island of The Bahamas

### *Description*

The newly refreshed **Visit Grand Bahama Island** Logo



### *Description*

Cover of the Winter 2023/24 Issue of the Grand Life Magazine

## ABOUT GRAND BAHAMA ISLAND

*Grand Bahama Island, the fourth largest island in the Bahamas. It is the second most populated island, with almost 55,000 people. The 96-mile length of the island is laden with sixty miles of white sandy shore beaches, mostly located on its southern side.*

*The unique attributes of this island showcase a taste of the 'best of the Bahamas'. From Sweetings Cay in the East to the quaint settlement of West End in the far west, you will find three main characteristics of this island – vast amounts of Eco treasures 'wonderland', modern city landscapes and island life in its purest form.*

*Travelers have come to know this island paradise as 'Freeport', and residents fond of all that the land mass encompasses, proudly boast of calling it by its name 'Grand Bahama Island'. Today's travelers seeking to explore and embrace all that it is, will seek out 'Freeport, Grand Bahama Island'.*

*With a beautiful mix of boutique hotels, luxury resorts, gorgeous beaches, golf courses, and some of the friendliest people in the world, Grand Bahama Island is one of the most popular islands in The Bahamas.*

*Located just 55 miles east of Florida and 130 miles north of Nassau (the capital), Grand Bahama Island is nestled among miles upon miles of powder-white sands, nature preserves and emerald-green seas. Our variety of cultural experiences and natural wonders makes Grand Bahama Island ideal for everything from kayaking, dolphin watching and eco-adventures to jeep safaris, scuba diving and bike tours.*

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### **FOR MORE INFORMATION**

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