

KEN'S CHOICE #10... April.7.06

**Caribbean Beat** – BWEE in-flight magazine  
Joseph “**REDS**” Perreira – sportsman extraordinary

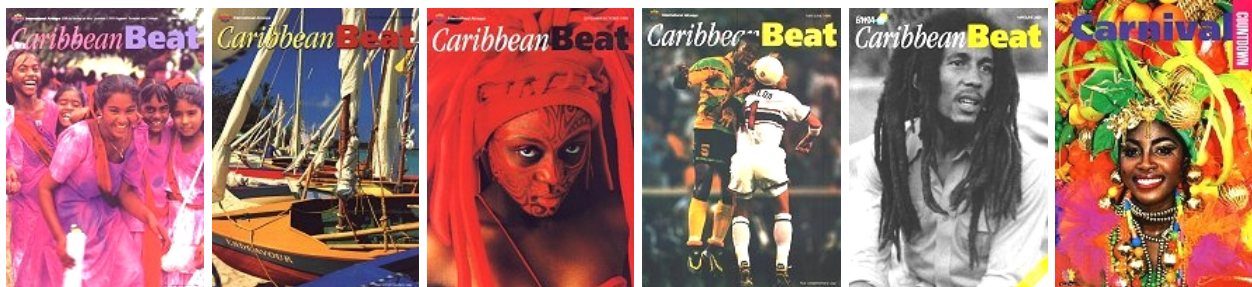


I've read all kinds of magazines coming out of the Caribbean, but none comes within a mile and a half of BWEE's in-flight magazine, **CARIBBEAN BEAT**.. and I say that not just because it once carried a flattering article about me as “Caribbean storyteller“, but to repeat “none comes within a mile and a half of CB”.

*“... and if you don't believe me and think I'm telling a lie, just click on the following URL and it will tell you the same as I.. “*

[http://www.meppublishers.com/online/caribbean-beat/current\\_issue/index.php?id](http://www.meppublishers.com/online/caribbean-beat/current_issue/index.php?id)

...but joking aside, it is the 25 year old print magazine that has survived a decade of an escalating number of websites that report and comment on the cultural Caribbean. It has also survived amidst a graveyard strewn with failed magazine projects. It is the ultimate and complete cultural/arts magazine that holds none of the usual national bias for being produced in Trinidad by Trinidadians. That factor alone is a Caribbean anomaly. However, CB's Trinidad origin is graphically and sparkingly illustrated by the splash and vitality of its covers. Yes, just it's covers, though inspired by a Trinidad cultural landscape, are art works at its Caribbean best. Then you explore each issue and you're blown away at the variety, flair, range of interests, presentation, writing and all round professionalism. Here's a dazzling sampling of its visual art/function covers -



In my countless professional and casual visits to Trinidad and Tobago (incidentally, my parents were born there, and I have a Trinidad passport) I have met CB's managing director Jeremy Taylor who was always a sensitive supporter of the island's arts and theatre. BWIA made the absolutely best choice in Jeremy. He has assembled a dedicated team of professionals who have produced this masterpiece magazine. Caribbean Beat is almost the Caribbean version of the world class Smithsonian magazine.

Just to give you the barest taste of the wide range of subjects his journalists and commentators have presented over the years –



**BACK TO GRENADA**  
After the hurricane

**GUYANA ARTIST**  
Dennis DeCaires

**CARIBBEAN FISH FOOD**

**RUNNING**  
St. Vincent

**JAMAICAN THEATRE**  
The Pantomime

**THE PITONS**  
St. Lucia

**W.I. CRICKET**

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[http://www.meppublishers.com/online/caribbean-beat/current\\_issue/index.php?id](http://www.meppublishers.com/online/caribbean-beat/current_issue/index.php?id)

...and subscribe to Caribbean Beat – they will enrich your home library and your Caribbeanness.

If anybody fits neatly but a bit off track of CHOICE'S "arts/culture" emphasis, it would be....

*"Ladies and Gentlemen, put your hands together for the one and only  
The outstanding Caribbean sportsman who won't be pigeonholed into any one sport  
The one-of-a-kind*

## JOSEPH "REDS" PERREIRA. !

Although it took me 20 years to know that his "real" name is Joseph, Reds is one of my four living brothers. The others are Christopher Laird of Banyan studios and Gayelle TV Trinidad, Henry Muttoo of the Cultural Foundation in Cayman, and of course Marc Matthews my alter ego of the legendary DEM-TWO team.- but I make no apology for featuring him as one of, if not the most important Caribbean sporting personalities. His resume as a supporter of ALL sports has no other close rival. Apart from everything else, for thirteen years he was the sports coordinator for the OECS (Organization of Eastern Caribbean States – the "small islands") where he helped to organize or inspire the organization of hundreds of sporting events, from football to dominoes, darts to boxing, tennis to basketball, cricket to marathons.



Reds was born in the Pomeroon River region of Guyana where the arrival of the occasional supply boat was the most important economic and cultural event. He was a stammerer who learnt to not stammer by switching on his sporting announcer personality. He didn't go right through high school, never excelled in any sport, but somehow forged his way into becoming a well respected sports commentator throughout the Caribbean and wherever cricket is played. He coached a football club in Guyana, was the sports reporter for a radio station and director of the Government's Sports Council.



Reds (standing left) with W.I team in Australia 1979

He was a ball-by-ball commentator for 145 test matches in Australia, South Africa, Pakistan, Zimbabwe, India, England and of course the Caribbean. He often shared the booth with the likes of the legendary Barbadian commentator Tony Cozier. He also reported at three world championship boxing matches, the Commonwealth Games and the First World Netball Championships, and two Olympic Games.

Reds is married to Zandra, a fellow Guyanese; they live with Kimberly, her 12 year old daughter, on the side of a hill and valley in picturesque (in any direction you look) St.Lucia. Since retiring from the OECS he has continued his very active participation in sports, as consultant for sporting tourism, and his own "REDS PERREIRA SPORTS FOUNDATION" that helps sporting bodies and individuals of his CHOICE in Guyana with equipment donations and coaching workshops by some of the Caribbean's all time greats..

So - Go Brother Go.

*"Ken's Choice" is a series of notes and comments about Caribbean arts and cultural events that I think are notable, but are lost in the rush and hustle and get little or no publicity. I email my Choices to about 100 of my friends and acquaintances, I ask them/you to send to their friends who may be interested.*

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