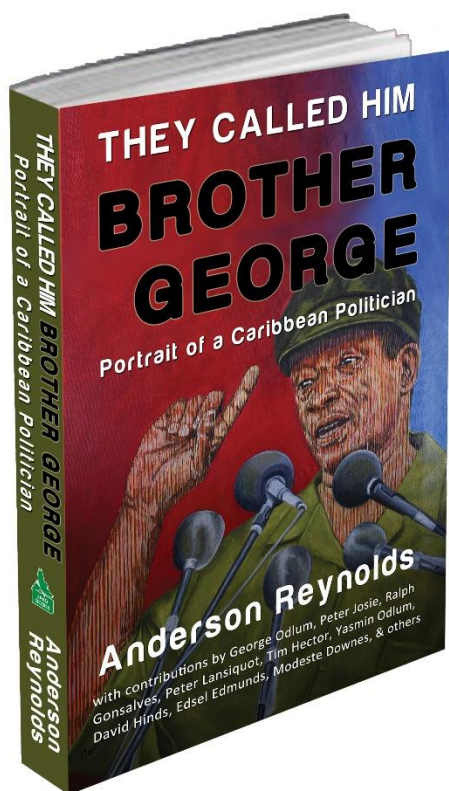


The Launching of **They Called Him Brother George: Portrait of a Caribbean Politician**



Jako Books is pleased to announce that Dr. Anderson Reynolds' long-awaited book, *They Called Him Brother George: Portrait of a Caribbean Politician*, is finally published. The book will be launched in Vieux Fort at 4:00 PM Sunday 5 March 2023 (American Medical University across from the town hall); and in Castries at 6:30 PM Saturday 18 March 2023 (Conference Room, Financial Center Bld., Pt. Seraphine).

They Called Him Brother George: Portrait of a Caribbean Politician captures from multiple perspectives the political, artistic, and personal life of George Odum, and highlights the public's fascination, mystification, love, hate, and appreciation of George Odum and their opinions on his place in St. Lucia and world history.

In shining light on the tumultuous political career of George Odum, whom some regarded as a colossal

Caribbean leader, one of the region's best orators, and one of its most charismatic and controversial politicians, the book answers such questions as what was the principal source of Odum's greatness? Does he deserve St. Lucia's Man of the Century Award? How come he never became Prime Minister? And if he had become Prime Minister, how would St. Lucia be different?

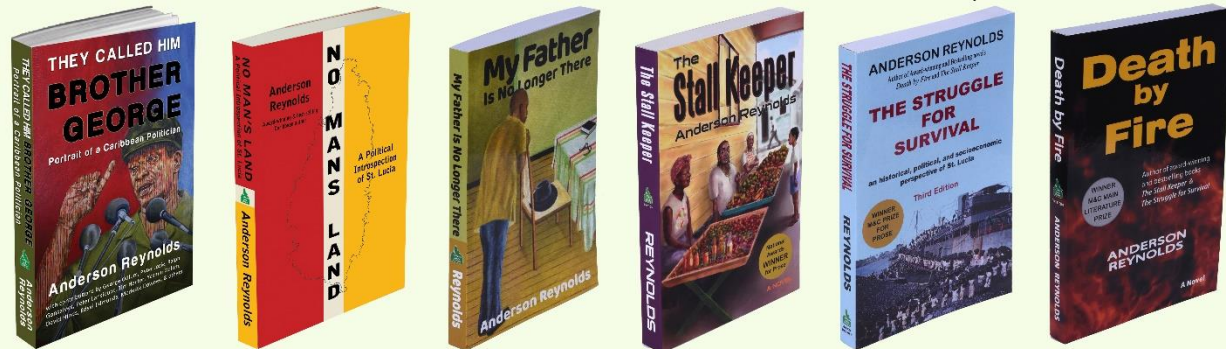
According to the publisher, the prime minister's 2021 Emancipation Day address, in which he pledged to "take steps to ensure that African, Caribbean, and St. Lucian history is taught at all levels of our schools," highlights the importance and significance of writing our own history and chronicling the lives and deeds of our heroes and remarkable citizens as a way of preserving our cultural and historical heritage and serving as sources of inspiration and of how best to move forward as a nation. Moreover, by bringing together under one volume the various elements on the life of George Odum, the book can serve as the starting point for anyone wishing to research or document the life of the politician and can be a source of educational material for our classrooms.

Last year, as part of honoring the achievements of George Odum, Jako Productions and the George Odum Foundation conducted a secondary school essay competition on the **Greatness of George Odum**. The shortlisted essayists for the 2022 George Odum Essay Prize were, in alphabetical order, **Davianne Alexander** of Beanfield Comprehensive Secondary School, **Teia-Marie Alexander** of Bonne Terre Preparatory School, and **Cyann Alfred** of the Vieux-Fort Comprehensive Secondary School.

The shortlisted essays were published on the Jako Productions website. However, the winner will be announced and awards presented at the book launch. Additionally, the book launch will include musical serenades, book reading, signing, and Q&A by Dr. Reynolds, poetry and drama by secondary school students, and a reading of the winning essay by the student author.

They Called Him Brother George: Portrait of a Caribbean Politician has already begun to garner critical praise. **Samuel Bowers, author of *Talking Truth to Saint Lucian Power***, said “A very engaging and excellent summary of our political history ... a wonderful reconstruction of George Odium’s life from the people who knew him best.”

The World of Anderson Reynolds



Novelist Clive Sankardayal said “A historical and political masterpiece...visionary, most enlightening and superbly written...”

Cassius Elias, former cabinet minister and author of *Enough is Enough*, said “A very comprehensive book on the life and times of George Odium ... have captured everything worth noting about this truly great patriot and outstanding Saint Lucian and Caribbean Statesman par excellence.”

Verna Cyril, author of *Heart Of A Slave*, said “A powerful yet humorous narrative of a Caribbean leader's epic journey of fighting for the economic empowerment of the working man and the eradication of political corruption.”

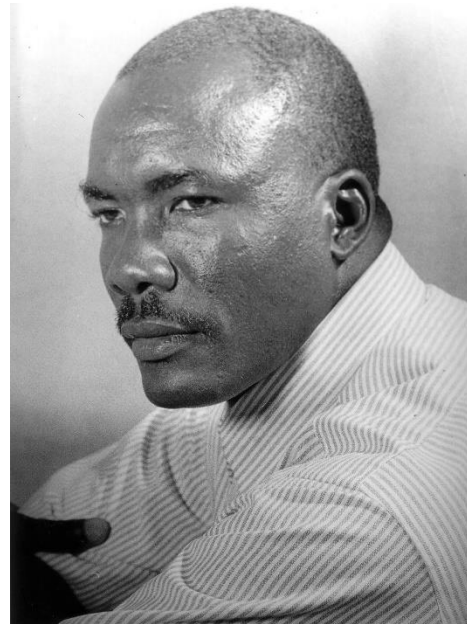
Dr. Jolien Harmsen, author of *A History of St. Lucia*, said “A weighty book...a vast memorial of George Odium ... a valuable collection of primary historical sources...adds several layers of critical analysis and hypothesis... a kind of communal catharsis...(above all) portrays the political coming-of-age of Odium’s cohort.”

And Allan Weekes, dramatist and author of *Talk of the Devil*, said “A reading feast, full of warmth, positively delightful.”

Dr. Reynolds said that working on the book was both humbling and inspiring. More than any of his previous books, he views its publication as performing national service, as a gift to the nation. He also views it as a collective or national or even regional effort, for besides his and George Odium’s contributions, over thirty persons contributed tributes, eulogies, or analyses to the project, including Tim Hector of Antigua, Minister Romanus Lansiquot, St. Vincent Prime Minister Dr. Ralph Gonsalves, Hon. Julian Hunte, Prime Minister Dr. Vaughan Lewis, and His Excellency Peter Lansiquot. Accordingly, Jako Productions has pledged to donate part of the sale proceeds of the book to the George Odium Foundation on their behalf.

Anderson Reynolds was born and raised in Vieux Fort, St. Lucia, where he now resides. He holds a Ph.D. in Food and Resource Economics from the University of Florida. Besides ***They Called Him Brother George***, the political treatise ***No Man's Land***, and the memoir, ***My Father Is No Longer There***, he is the author of three award-winning and national best-selling books, namely the novels ***The Stall Keeper*** and ***Death by Fire*** and the creative nonfiction ***The Struggle For Survival: an historical, political, and socioeconomic perspective of St. Lucia***. Dr. Reynolds' books, blogs, and newspaper and magazine articles have established him as one of St. Lucia's leading public intellectuals and a foremost authority on its socioeconomic history.

Published by Jako Books, ***They Called Him Brother George: Portrait of a Caribbean Politician*** is all of 299 pages and has a list price of US\$24.95, but is being sold in St. Lucia at EC\$65.00. The book is available online at amazon.com both in print and as eBook. In St. Lucia it is available at T&M (JQ Plaza, Vieux Fort), GloMart (Gablewoods South) Noah Arcade (UVF), M&C (Bridge Street, Castries), Taste of St. Lucia (Pt. Seraphine), Hallmark (JQ Rodney Bay Mall), and Books & Tinzs (Soufriere). Readers can also call (758-712-8024), text, or email (info@jakoproductions.com) **Jako Productions** with their order for drop-off at their preferred location.



Besides the Vieux Fort and Castries launches, in continuation of his national tour, Dr. Reynolds will be conducting book signings at venues around the island, readings at the island's secondary schools, and readings at primary schools in the south of the island. And as part of his international book tour, as he did in 2017/2018 with the publication of *The Stall Keeper*, Dr. Reynolds plans to visit several CARICOM countries and several North American and UK cities.

For more information on ***They Called Him Brother George: Portrait of a Caribbean Politician***, Jako Productions, and Dr. Reynolds, please visit: www.jakoproductions.com, <https://www.facebook.com/jakoproductions>, <https://www.facebook.com/jakobooks/>, and <https://www.facebook.com/LucianCulture/>.

