



Canada's most successful weekly West Indian Newspaper to start producing a Florida edition for vibrant Caribbean community

Equality expands to USA

Equality Canada has expanded in the United States with a Florida Equality edition to be debuted the first weekend in November just before Diwali.

Equality News, geared towards Guyanese and Caribbean people in the diaspora, is published out of Toronto by publisher Bhaskar Sharma, an internationally acclaimed cultural artiste. He is also considering an Equality Guyana edition as well as an Equality New York edition. The paper is published weekly in Canada and the Florida edition will also be weekly.

The Florida edition has secured a long term contract for an advertisement by the popular Wyndham group of hotels.

Equality recognizes that launching a print newspaper in this time of severe decline in printed publications and during Covid is a decision. But there is need for the service as events in local communities have been neglected, hardly getting news coverage.

The Caribbean diaspora in the USA has been completely shut out of media coverage. This paper attempts to fill the void. A Guyanese and Caribbean diaspora community print newspaper is something people have been yearning for in the USA. Thus, this paper will fill a need, providing stories and information that would be difficult to get under normal circumstances.

Equality has an unwavering belief in the value of print at the local level in the Guyanese and Caribbean diaspora in the USA.

"The people want a trusted and reliable print newspaper representing their community," said Sharma. "And as far as newspapers go in North America, you cannot get more trustworthy than Equality.

"We have been publishing continuously for 40 years, and Equality is considered the most successful weekly Caribbean newspaper on the continent."

Equality already has within its media organisation the technical expertise and arrangements for printing, designing and distributing its paper. So the Florida issue will not be a major challenge to be published.

"Equality Canada has been severely affected by the



Equality Publisher Bhaskar Sharma with Canadian Prime Minister Justin Trudeau

Covid but we still continued to publish as we recognize that the public desires and values the publication that has played a crucial role in holding governments to account as well as bringing important news to the public," Sharma said.

The Guyanese and Caribbean communities in Florida have already expressed incredible enthusiasm about the idea of this new addition to the Equality family of publications. And several local writers have expressed an interest to make contributions.

The Florida edition will have community news, Guyana and Caribbean news, comment and opinion, features, interviews, sport, health column, business column, education, an arts and culture section — the majority of it written by volunteer contributors. The paper will play a central role in the Florida community.

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