Grace Jamaican Jerk Festival Partners with Kick It 3v3 Soccer and Hummel Jamaica to Host Elite 3v3 Tournament ? A Fusion of Sport, Culture & Caribbean Heritage

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This year, the 23rd Annual Grace Jamaican Jerk Festival, a cornerstone celebration of Caribbean food, music and culture in South Florida, is expanding its footprint. On Sunday, November 9, 2025, from 1:00 p.m. to 7:00 p.m., the festival grounds at Miramar Regional Park (16801 Miramar Pkwy, Miramar, FL 33027) will host the Kick It 3v3 All Ages Soccer Tournament, presented by Hummel Jamaica in collaboration with Kick It 3v3 Soccer and festival organizers.

This partnership brings together three powerful elements: the athletic rigor and dynamic format of 3-on-3 soccer, the rich cultural tapestry of the Caribbean diaspora, and the communal celebration that the Grace Jamaican Jerk Festival has embodied for more than two decades.

?Partnering with the Grace Jamaican Jerk Festival and Hummel Jamaica is a natural fit,? said Dan Stratford, owner of Kick It 3v3 Soccer. ?Both organizations share our commitment to excellence, community, and

cultural celebration. Together, we?re creating something truly special ? a day that unites the excitement of elite competition with the soul and rhythm of Caribbean culture.?

For years the Grace Jamaican Jerk Festival has stood as more than just a food and music event ? it's a symbol of heritage, community and cultural pride for South Florida's Caribbean-American population. The festival is renowned for its vibrant mixture of jerk cuisine, reggae, dancehall, cultural fashion, and family-friendly tradition.

By incorporating the Kick It 3v3 All Ages Soccer Tournament, the festival adds a dynamic athletic dimension ? giving youth athletes, coaches and families a chance to participate actively in this cultural experience. Teams in U16?U19 Boys and Girls divisions will compete for the trophies and prizes while the event surrounds them with live music, Caribbean food, cultural exhibits and the vibrant community energy the festival is known for.

Kick It 3v3 Soccer, a nationally established 3v3 tournament organizer, lends its expertise in fast-paced small-sided competition ? helping to ensure a high-quality soccer experience that resonates with the competitive and cultural ambitions of the region's youth.

Dan Stratford, Owner and CEO of Kick It 3v3 Soccer said, ?Each team paying the registration fee of $350 will receive concert and meal tickets for every team member, a hydration package, Official game-day Hummel kit, Championship trophy and exclusive prizes. It?s a lot of value and fun planned for the players.?

Entrants will compete in U16?U19 divisions (boys & girls) and enjoy full access to both the festival and the tournament environment. It's a day where athletic excellence meets cultural celebration ? a unique opportunity for players and families alike.

?South Florida is home to a large and vibrant Caribbean community, and the Grace Jamaican Jerk Festival honors that population ? celebrating Caribbean food, music and cultural expression in a festive, intergenerational environment,? Stratford added.

?It's not just about the plate, or the stage ? it's about roots, resilience, creativity and community,? said Eddy Edwards, CEO of Jamaican Jerk Festival USA, Inc. ?With soccer now included, we are adding another layer of connection, competition and celebration for young athletes and families.?

?By integrating the 3-on-3 tournament format with the festival atmosphere, the event creates an inclusive platform where sport, culture and family come together ? fostering growth through competition, and unity through heritage,? Dan Stratford added.

National and local sponsors are invited to support the event by sponsoring teams or divisions. Benefits include logo placement on jerseys, recognition in marketing materials and onsite visibility throughout the festival and tournament. Sponsorship allows brands to engage both the youth sports community and the broader Caribbean-American audience across South Florida.

For sponsor inquiries, contact HummelJamaica@gmail.com.

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Kick It Soccer

Kick It is the first grassroots small-sided soccer tournament tour in North America.

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