

Reggae Sunsplash is back! August 3-6 in Jamaica

In 1978, four friends came together and started what was eventually to become the most recognized brand of live reggae music concerts in the world, **Reggae Sunsplash**.

Some say Reggae Sunsplash was the best assembly of live reggae music ever. Some would say it was the essence of reggae music and a free spirit pervaded every concert, no matter where in the world it was staged. Some have been amazed that this music, from such humble beginnings, could be so revered the world over.

Whatever the description, the common thread running through it all, was that it always had a great vibe. It is that vibe that led many people to badging Sunsplash as the "Woodstock" of all reggae shows – a true compliment. Now after a nine-year hiatus, the team at Reggae Sunsplash is committed to bringing back the biggest and best true reggae show on earth!

Reggae Sunsplash is scheduled to take place August 3-6, 2006. With an explosive lineup, a new and magnificent location and four days of unprecedented music and cultural extras, the event is poised to once again elevate reggae music to extraordinary heights, giving reggae fans from across the globe the best the industry has to offer.

Kenny Benjamin, Director of Reggae Sunsplash, noted that he was very excited to have brought together some of the island's top entertainment producers to put on a show that is already creating a buzz in local and international arenas. So keen is the interest that major sponsors have immediately signed on, while top artists from around the world have already joined the lineup, with



Wayne Sinclair, Managing Director of Sunsplash 2006 and reggae recording artist Luciano at media launch of Reggae Sunsplash 2006 in Kingston, JA

others still clamoring to be included.

In keeping with the integrity of its reputation, four nights of music will showcase the full range of the reggae music genre with Dancehall, World-beat, International

and Singers nights. Some of the hottest artists such as Beenie Man, Elephant Man, Bounty Killer and Wayne Marshall will perform. The lionized festival will also showcase some of the greats of the genre including Freddie McGregor, Morgan Heritage, Diana King and Gregory Issacs. Major international superstars will also include Luciano, Steel Pulse, UB40 and Maxi Priest.

One of the highlights is the new venue at Richmond Estate, Priory, St. Ann, Jamaica. The 200-acre property boasts the magnificent Blue Mountains as its backdrop and crystal turquoise waters of the Caribbean Sea in the foreground. The Estate can accommodate over 150,000 fans in the main area and 20,000 vehicles in the car park comfortably. This means minimal impact or intrusion on the surrounding communities, as all of the festival's patrons and their vehicles will be completely enclosed within the venue's confines, a first and unique feature for any large concert in Jamaica.

The organizers have also added a few extras this year: designated areas for dominoes, family activities, arts, crafts and souvenir villages, sky boxes and tiered seating. There will also be two stages, including an amphitheater which will abolish production pauses for set changes, integrated by numerous screens and surround sound. The organizers will maintain a strong emphasis on security, crowd control and health safety.

Over the years, Reggae Sunsplash has toured North America, South America, Africa, Europe, Asia and the Caribbean, exposing the genre and the artists to the world. Sunsplash tours evolved into a traveling music festival with a deeper cultural dimension manifested by an assortment of arts, crafts and food on display and sale in numerous venues. This generated record-breaking international patronage. It remains the largest live exponent of reggae music and the only reggae festival to tour.

For all upcoming details and to plan early, visit www.reggaesunsplashja.com. For official Sunsplash travel, hotel and concert ticket information, contact: Tom Linton of Protravel Int'l. Phone toll free: 877/299-4412. Email: sunsplash@protravelinc.com ♡

