

REGGAE ARTIST ON THE RISE: Highah Seekah



Sonicbids, pioneer of the electronic press kit, partnered with the *Reggae Festival E-Guide* this past year to help bring attention to up-and-coming reggae artists.

With over 100,000 members from 100 countries, Sonicbids makes it super easy for musicians and promoters to connect with each other online. The Sonicbids Electronic Press Kit (EPK™) is the new submission standard that's saying, "Goodbye post office. Hello convenience!" It's cheap, easy and an environmentally friendly way for artists to submit their music and bios to promoters to get gigs.

Reggae artists who signed up with Sonicbids were able to enter a competition called "Reggae Artist on the Rise." From all who entered, one artist per month was selected as the favorite pick and was featured in the weekly *Reggae Festival E-Guide*, our online newsletter. From that group, *Reggae Festival E-Guide* chose the top favorite. We introduce to you... Highah Seekah.

Highah Seekah was born Richard Harvey in Savanna-lamar, Westmoreland, JA in 1980. Like many children growing up in Jamaica, he sang in a church youth choir, seemingly in early preparation for his future musical aspiration. Westmoreland is also known for producing other artists such as Peter Tosh. Highah Seekah spent his first 12 years living in Jamaica until his immediate family migrated to Fort Lauderdale, FL in 1993.

While attending high school, he sang in the school's chorus/choir as a baritone (a baritone is a male voice of intermediate pitch, between bass and tenor). In 1997 he began to put pen to paper and voice to music and has continued building himself ever since. "At the turn of the millennium, I experienced a spiritual awakening. My consciousness took a leap forward and I became influenced by His Imperial Majesty Emperor Haile Sellassie I, the mystical Rastafari movement and its way of life, which helps me develop as a conscious man and artist." When asked what Highah Seekah means, his response is simply, "A seekah of highah consciousness. I strive to be creative and to make music to not only make one feel good but to get one to think and reflect on matters of life and the day and time in which we live."

Highah Seekah spent the subsequent years working further on his talent and art and honing his skills. He has done some performances in and around Fort Lauderdale and Tampa, and now looks to take his music to the world stage. Among many recordings, Highah Seekah will appear on Royal Inity Records' Mad Notes Riddim compilation CD with "Body Mind and Soul." Mad Notes also features artists such as Luciano, Natty King, Jah Mason, Lutan Fyah and Khari Kill, and Virgin Island artists such

as Binghi Ghost, Pressure, Ras Attitude and Niyorah.

Other forthcoming riddim driven compilation appearances include One Harmony Records *Unification Riddim* with "See a Unity," Strange Things Riddim with "Dem Neva Think Bout Jah" and Sour Sop Riddim with "Mystical Vibes." He will appear on Ruff Riddims Productions *African Union Riddim* with "Connected" and Bird Flu Riddim with "Bird Flu." Seekah has also recently completed recording for his debut mix-tape, entitled "Journalism 101: The Mix Volume 1," which features over 20 lyrically substantial songs, showcasing the artist's vocal versatility and writing ability.

Many more works and shows are to follow as Highah Seekah's buds blossom and bloom into the reggae world with natural talent. Hear his music at www.myspace.com/highahseekah. To find out more about Sonicbids and the *Reggae Festival E-Guide*, check out sonicbids.com and ReggaeFestivalGuide.com. ☆