
Website for All Things Reggae

by Abby Gibbon

Doctor Dread (Gary Himelfarb) first discovered reggae music in 1973, after listening to *Catch A Fire* and *The Harder They Come*. After frequent trips to Jamaica, his love for reggae was cemented. Inspired by the people he met and the powerful roots of Jamaican culture, he resolved to bring Jamaican music to the world. He established a reputation as a DJ at WHFS, a major Washington, D.C. radio station, where he

earned his moniker, and where the songs of both reggae greats and lesser-known artists first reached the airwaves.

He founded RAS Records in 1980. The label grew to include a who's-who roster of artists, with Black Uhuru, Bunny Wailer, Gregory Isaacs, Inner Circle and Israel Vibration.

Ever the creative entrepreneur, Doctor Dread has now launched myreggae.com, a comprehensive website for reggae artists and enthusiasts alike.

"I needed to reinvent myself in a way that was relevant to the ever-changing music community. I have the same vision and energy as when I first started 25 years ago. It's a vibe that feels really right for the youth and for those who love reggae. It's also a way for artists to feature unreleased music for download and reach millions of potential fans."

An online store and a social networking community, the site offers a combination of merchandise and interactive space, from a wide selection of CDs, digital downloads,

vinyl, books and t-shirts, to discussions, blogs and profiles.

Perhaps most exciting to reggae fans will be the exclusive content offered for download on the site. Doctor Dread has built up a considerable list of connections over his 25 years in the business and plans to put these contacts to good use, offering studio tracks and remixes.

Each visit to the site will yield something new – content, releases, discussions and an expanding network of artists and enthusiasts. Doctor Dread hopes the site will support and invigorate the reggae community, and looks forward to input from visitors. ☺

