



Banks Holdings Limited

Monday, May 26th, 2014

NEWS RELEASE

MUSICAL AMBASSADORS READY FOR CROP OVER

Already out of the gates with new tunes for Crop Over, Banks Beer's trio of musical ambassadors - Anderson 'Blood' Armstrong, Michael 'Mikey' Mercer, and Faith 'Fate' Callender - say they are very much looking forward to *'The Sweetest Summer Festival'*.

Armstrong, a prolific producer and performer, recently showcased his body of work which features artistes such as Cher, Amanda, Fresh, Hybrid and Sherwin Straker with their respective songs Sweet Bajan, Drinking 'n' Chippin, 100 Proof Bajan, We Luv To Fete and Encounter.

In addition to the usual voices of Contone, Cameraman, Paula Dion, Keda, Coopa Dan, Summa, D2, Livia, Lorenzo, Ian Webster, and Fate, this year marks the first time Armstrong will be working with popular local artiste, Crimeson.

"I love music and I love what I do," says Armstrong, who is celebrating three decades in the entertainment industry. "I believe in making a contribution to the festival and to the art form in Barbados, and so therefore I just go all out to do it."

Earlier this year, Armstrong was rewarded at the Barbados Music, Fashion and Film Awards with the Male Entertainer of the Year and Soca Artiste of the Year honours. Along with fellow Banks Beer ambassador Michael 'Mikey' Mercer, they make up the group Soka Kartel which also won the Band of the Year award.

Since 2010, both artistes have also featured prominently during Crop Over. In that time, Armstrong has won the Tune of the Crop and Party Monarch titles once, while last year he shared both with Mikey, as well as last year's Sweet Soca crown.

Mikey's bio also highlights a Tune of the Crop title and another which he shared with Blood, in addition to two consecutive Party Monarch titles and a Sweet Soca crown.

"The music brings out something in me. I get my energy from the music. It starts and I just let go," said Mikey. "And look out for great things this year because we are striving to provide and maintain the high standards that people have come to expect from us".



Banks Holdings Limited

He also took the opportunity to thank the '*Beer of Barbados*' for its continued support of not only Soka Kartel, but local culture in general.

"Banks Beer has been on board with us from day one, before either of us were champions or veterans of our craft. Every time we hit the stage during Crop Over and we look out in to the crowd, Banks Beer is always present supporting our festival," he said.

"It took a long time for local entertainers to gain the respect of the corporate sector, so to have a brand such as Banks Beer supporting us is very encouraging. I know the Soka Kartel family will be rolling with Banks Beer all Crop Over long!"

<0>

For further information, please contact Group P.R. Manager Sophia Cambridge, 227-6705;
233-6627; scambridge@thebhlgrou.com