



Banks Holdings Limited

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**PRESS RELEASE**

**CRIMESON: AN UNSTOPPABLE FORCE ON THE BAJAN MUSIC SCENE**

Dynamic local artiste, Tyson ‘Crimeson’ Gibson, is set to add a bona fide Bajan touch to the 2013 Banks Beer, LIME and Remy Martin Cognac Reggae Jam World.

Gibson, who first emerged on the local music scene in 2007, cemented his place as a *genuine* Bajan artiste in late 2011 with the release of his infectious hit, “Don’t Ask Me Officer”.

Since then, he has continued to release hit after hit including “Throw a Tantrum”, “No Clue” and the 2013 Crop Over anthem, “Coming Home Drunk”.

“Crimeson is taking the Bajan music scene by storm,” explained Shane ‘DJ Ras’ Edwards, who is organising and promoting the event with fellow 98.1 The One radio personality, Jason ‘DJ Indian’ Maloney.

“With Reggae Jam World, we want to create an unforgettable night for Barbadians that also promotes our local musical talent, which we believe is on par with the music being produced in Jamaica. I’m confident that by the end of the night, Bajans will have a renewed pride in the vocal genius that our island has to offer,” added Edwards.

Gibson, a former student of The Lodge School and the University of the West Indies, who now records with Renaissance Entertainment and Marketing Concepts, has frequently had his music style compared to that of Bajan *legend* Lil’ Rick, whose success he hopes to emulate.

“Performing at Reggae Jam World, and having the opportunity to share the stage with Jah Cure, a true icon of the reggae genre, will no doubt be an awesome experience,” he said, adding that he was also looking forward to supporting fellow Barbadian acts Crab Soldier, Fantom Dundee, B-Roca and Lady Essence.

“I think we as local artistes have much to offer, with regards to our lyrics, vocals and performance on stage. It’s now just about going out there and *‘throwing a tantrum’*,” he said.

The 2013 Banks Beer, LIME and Remy Martin Cognac Reggae Jam World will take place on Saturday, October 19<sup>th</sup>, at Paradise Car Park where the public can expect to

enjoy a full night of entertainment with Jamaican superstars Jah Cure, Tommy Lee Sparta and Kiprich headlining the show.

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