



Banks Holdings Limited

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PRESS RELEASE

SOKA KARTEL KEEPS BAJAN FLAG FLYING HIGH!

Soka Kartel has hit the road again!

Following a bumper Crop Over season, the award-winning duo of Michael 'Mikey' Mercer and Anderson 'Blood' Armstrong have taken their explosive show to North America for a multi-city tour including stops at major universities in Florida, North Carolina, Pennsylvania, Houston and New York.

It follows a brief stint in Suriname where the Banks Beer ambassadors headlined 'Bajan Night' at Carifesta XI – the Caribbean Festival of Arts.

"Words cannot properly express how proud we are of Mikey and Blood and the entire Soka Kartel family," said Charles Walcott, category manager of Banks Holdings Limited.

"Their originality and ingenuity, in both their distinctive sound and performances on stage, is something to behold. The entire country continues to be proud of their contribution to the arts and we are equally delighted to have them represent the *'Beer of Barbados'*."

Over the course of summer, Soka Kartel secured their first Party Monarch crown with their infectious hit 'Roll It', while as individual artistes, Mikey finished second with 'Ready Again' and Blood third with 'Mo Fyah'.

In the preceding Sweet Soca competition, Blood secured his first overall crown with 'Ah Can't Wait', finishing ahead of veterans Biggie Irie ('Need Ah Riddim') and Red Plastic Bag ('Right Now').

Mikey, a two-time Road March king, who created history last year when he won an unprecedented four titles – Sweet Soca, Party Monarch, Tune of the Crop and People's Monarch – finished fourth with 'Enjoy Meh Life'.

"We definitely need to say a big 'thank you' to Banks Beer. They have always supported us and we couldn't have done this without them," the pair said moments after their title-winning performance in the Party Monarch.

Soka Kartel will return to Barbados later this month.



CAPTION for attached photograph:

Roll It! The award-winning duo of Michael 'Mikey' Mercer (right) and Anderson 'Blood' Armstrong, together known as Soka Kartel, are currently enjoying much success while on tour in North America.