



Banks Holdings Limited

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PRESS RELEASE

Jah Cure to headline Banks Beer Reggae Jam World

Jah Cure, the award-winning reggae artiste, has been confirmed as the headlining act for the 2013 Banks Beer Reggae Jam World, scheduled for Saturday, October 19th at Paradise Car Park.

Also gracing the stage will be fellow Jamaican stars Tommy Lee Sparta and Kiprich, both of whom have been generating significant press coverage of late for their fresh approach to the dancehall genre.

The three popular artistes are expected to draw a large - and diverse - crowd to the central city venue where their dynamic sounds will no doubt create an electrifying atmosphere on the big night.

"Banks is once again pleased to be associated with Reggae Jam World and welcomes Jah Cure, Tommy Lee Sparta and Kiprich to our shores for what we believe will be an outstanding showcase of reggae and dancehall music," said Charles Walcott, category manager for Banks Holdings Limited.

This is the second time that Banks has sponsored Reggae Jam World, with dancehall juggernaut Sheldon 'Aidonia' Lawrence headlining last year's inaugural show.

Local radio personalities Jason 'DJ Indian' Maloney and Shayne 'DJ Ras' Edwards of 98.1 The One will host the highly anticipated event.

"Securing Jah Cure was essential to putting on a world-class event, and as soon as he agreed to participate, we were confident that we could top last year's show," said Maloney of the 'Call On Me' and 'Love Is' singer.

"Barbadians always respond well to reggae and dancehall-themed events, so I know they will be coming in their masses. It will be an evening to remember."

Edwards, who enjoys a massive following during his daily 'Ras Gym' session, echoed Maloney's comments.

"With such a diverse line-up, fans can expect a full night of entertainment," he added.

"Jah Cure is a tried and tested performer who never disappoints, while Tommy Lee Sparta and Kiprich will be bringing their usual fire to the stage. This event has been

growing from strength to strength and it is quickly becoming one of the most popular events on the local entertainment calendar. We can't wait to get going!"

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