

# JAMAICA

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## **LL COOL J, MARY J. BLIGE, SHAGGY, BEENIE MAN AND BERES HAMMOND IGNITE CROWD AT 15TH ANNIVERSARY OF RED STRIPE REGGAE SUMFEST 2007**

**MONTEGO BAY, JAMAICA - July 24, 2007** – American multi-platinum rapper LL Cool J, Queen of Hip Hop Soul Mary J. Blige, Shaggy, Beenie Man and Beres Hammond were among the headline acts delivering splendid performances which brought the curtains down in fine style on the 15<sup>th</sup> anniversary of the Annual Red Stripe Reggae Sumfest, at the Catherine Hall Complex in Montego Bay.

The veteran hip-hop star who was making his debut appearance at *The Greatest Reggae Show on Earth* demonstrated why he remains fresh and appealing. LL Cool J throughout his hour-long set belted out hits like *Phenomenon*, *Radio*, *Number One (Love You Better)*, *I Need Love* among others. While declaring he was “King of Hip Hop”, LL Cool J paid tribute to the “King of Jamaica” - the reggae legend, Bob Marley - belting out *Could You Be Loved* and *Jammin’*. It was when he invited a number of ladies to the stage that the excitement rose to fever pitch. His high-energy performance climaxed with *Loose Control*.

The hip-hop soul queen who was also making her debut gave an electrifying performance with her powerful combination of modern R&B with an edgy hip-hop sound. Mary J. Blige had the crowd enthralled during her hour long set with hits including *I’m Goin’ Down* from 1994 studio album *My Life* and *Take Me As I Am* and *Be Without You* from her 2006 Best Selling Album *The Breakthrough*. She closed her set with *No More Drama* before exiting the stage to deafening applause.

Earlier in the week (Thursday) patrons flocked the venue in thousands on Dancehall Night, dubbed *Explosion* to see their favorite acts including Beenie Man, Bounty Killer, Elephant Man, Lady Saw, Assassin, Vybz Kartel, Ninja Man, Anthony B, Cham and Chuck Fenda. In what was a record attendance in the 15-year history of the event, more than 15,000 patrons rocked and jumped to the beat displaying the latest dance moves.

Jamaica's Director of Tourism Basil Smith was pleased with the quality of this year's event. "The Jamaica Tourist Board is delighted to once again be a partner in the staging of this remarkable event. An event such as Red Stripe Reggae Sumfest represents an important part of the culture of Brand Jamaica. Our rich music heritage transcends international barriers and is another part of the Jamaican experience we are proud to share with the world."

During the week, most of Montego Bay's hoteliers and villa operators reported full occupancy and with the dates a fixture on the music calendar patrons are encouraged to book in advance.

Red Stripe Reggae Sumfest is usually held at Catherine Hall in Montego Bay during the third week of July.

#### **About the Jamaica Tourist Board**

The Jamaica Tourist Board (JTB), founded in 1955, is Jamaica's national tourism agency based in the capital city of Kingston. The Jamaica Tourist Board was declared the Caribbean's Leading Tourist and Convention Bureau by the World Travel Awards (WTA) for 2006, while Jamaica earned the WTA's vote as the World's Leading Cruise Destination, the Caribbean's Leading Destination and the Caribbean's Leading Cruise Destination.

JTB offices are located in Kingston, Montego Bay, Miami, Toronto and London. Representative offices are located in Düsseldorf, Barcelona, Rome, Amsterdam and Tokyo.

Details of upcoming special events, attractions and accommodations in Jamaica are posted on the Jamaica Tourist Board's Web site at [www.visitjamaica.com](http://www.visitjamaica.com).

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