

JAMAICA

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**JAMAICA JAZZ AND BLUES FESTIVAL TO RAISE FUNDS FOR INDUSTRY WORKERS
*Grammy Award Winning Artist Jon Secada and Top Jamaican Acts Confirmed for
March 4-6 Festival***

KINGSTON, JAMAICA – February 11, 2021 – Jamaica Jazz & Blues Festival organizers have added a charity component to this year’s festival and will be seeking to raise funds for industry professionals impacted by the pandemic. With this year’s event being free of charge, music lovers tuning in to watch the performances are being encouraged to contribute to the fund via www.jamaicajazzandblues.com. Sponsored by the Jamaica Tourist Board (JTB), the virtual event will be held March 4-6, 2021 under the theme *Bringing Back the Magic*, and will focus on sharing the rich music, culture and passion that Jamaica Jazz and Blues Festival fans have become accustomed to.

“We are pleased to welcome the return of the Jamaica Jazz and Blues Festival and laud the organizers on the charity element,” said Donovan White, Jamaica’s Director of Tourism. “In past years, the event has been a big draw for visitors looking to enjoy some quality entertainment in Jamaica. Although it will be virtual this year, we believe this event serves as a precursor to what we can expect in 2022, when music lovers will be able to join us again for an in-person experience.”

Organizers intend to shine the spotlight on a challenging year experienced by the industry and to appeal to support for the affected workers. Individual and corporate donations can be made during the festival, which makes its return to the entertainment calendar after a five-year hiatus. The lineup includes Grammy Award winning artist Jon Secada alongside a number of top Jamaican artists including Richie Stephens, Lila Iké, Tessellated, Jah9 and Mortimer.

Six winning acts from the Festival’s BandQuest Competition which highlights top local talent will take the virtual stage on the festival’s opening night. The local bands include Iron Kyte, Roots

Percussionist, Rayven Amani, Ketura, Ken Ellis, and 8, which were all selected through a public vote.

Over the years, the event has attracted a wide range of top local and international acts including Ziggy Marley and the Melody Makers, Ernie Ranglin, Celine Dion, Mariah Carey, Michael Bolton, Kenny G, Mary J. Blige and Billy Ocean, to name a few.

For more information about Jamaica, please visit www.visitjamaica.com.

About Jamaica Tourist Board

The Jamaica Tourist Board (JTB), founded in 1955, is Jamaica's national tourism agency based in the capital city of Kingston. JTB offices are also located in Montego Bay, Miami, Toronto and London. Representative offices are located in Berlin, Barcelona, Rome, Amsterdam, Mumbai, Tokyo and Paris.

Last year, the JTB was declared the Caribbean's Leading Tourist Board by the World Travel Awards (WTA) for the thirteenth consecutive year and Jamaica was named the Caribbean's Leading Destination for the fifteenth consecutive year as well as the Caribbean's Best Spa Destination and the Caribbean's Best MICE Destination. As well, Jamaica copped the WTA's World's Leading Wedding Destination, the World's Leading Cruise Destination and the World's Leading Family Destination. Additionally, Jamaica was awarded three gold 2020 Travvy Awards for Best Culinary Destination, Caribbean/ Bahamas; Best Tourism Board Overall and Best Tourism Board, Caribbean/ Bahamas. The Pacific Area Travel Writers Association (PATWA) named Jamaica the 2020 Destination of the Year for Sustainable Tourism. In 2019, TripAdvisor® ranked Jamaica as the #1 Caribbean Destination and #14 Best Destination in the World. Jamaica is home to some of the world's best accommodations, attractions and service providers that continue to receive prominent global recognition.

For details on upcoming special events, attractions and accommodations in Jamaica go to the JTB's Website at www.visitjamaica.com or call the Jamaica Tourist Board at 1-800-JAMAICA (1-800-526-2422). Follow the JTB on [Facebook](#), [Twitter](#), [Instagram](#), [Pinterest](#) and [YouTube](#). View the JTB blog at www.islandbuzzjamaica.com.

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