

# JAMAICA

**Contact:**

Benjamin Atwater / Natalia Lopez

Finn Partners

[Jamaica@finnpartners.com](mailto:Jamaica@finnpartners.com)

**JAMAICA'S REGGAE SUMFEST 2020 GOES VIRTUAL**  
*Take Back Summer 2020 with the Iconic Reggae Sumfest, July 20 to 25*

**KINGSTON, JAMAICA – July 20, 2020** – JAMAICA, Heartbeat of the World, will showcase its rich musical culture and larger-than-life talents during Reggae Sumfest 2020 from July 20-25, 2020. This year, the festival will be held as a week-long virtual experience for audiences around the globe with one-of-a-kind access to exclusive artist interviews, professional panels for content creators, artist spotlights from past performances, and live performances.

The festival, traditionally held in Montego Bay, will culminate with a two-day, high-energy, live musical extravaganza filled with non-stop dancing and celebrations as the island's biggest artists take to the stage on July 24 and 25. The thrilling line-up will feature performances by a medley of dancehall and reggae stars including: Chronic Law, Chaka Demus and Pliers, Ding Dong, Agent Sasco, Spice, Maxi Priest, Koffee, Gyptian Freddie McGregor and Shenseea. Both evenings of live performances will be hosted by Yanique.

"Reggae Sumfest adds extraordinary value to Jamaica as a destination, offering one of the most authentic cultural experiences on the island for locals and visitors alike," said Donovan White, Jamaica's Director of Tourism. "In these times, Reggae Sumfest will be a vehicle to uplift, celebrate and bring joy to fans as they join together to experience Jamaica's vibe and energy through our infectious music."

Reggae Sumfest 2020 will open its virtual doors to over 360 million viewers between the Facebook and Instagram platforms, creating a musical experience for lovers of reggae and dancehall. The festival aims to showcase Jamaica's outsized impact on the world as a powerhouse for music, culture, and lively celebrations. It will also bring professional panels of musicians, producers, and industry leaders to learn about best practices for leveraging social media platforms and successfully creating visibility for their brands. Panelists include Jessie Woo, DJ Noire, and Stefon Bristol.

To join Reggae Sumfest 2020, please go to [www.reggaesumfest.com](http://www.reggaesumfest.com).

For more information on Jamaica, please go to [www.visitjamaica.com](http://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.

This 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 declared the Caribbean's Leading Destination for the fifteenth consecutive year. Jamaica also earned the WTA award for the World's Leading Cruise Destination and Leading Meetings & Conference Centre for the Montego Bay Convention Centre. Most recently, Jamaica was named as one of the "Best Places to Go in 2020" according to *CNN*, *Bloomberg* and *Forbes*. Jamaica was awarded three gold 2020 Travvy Awards including Best Culinary Destination, Caribbean/Bahamas; Best Tourism Board Overall and Best Tourism Board, Caribbean/Bahamas. In 2019, TripAdvisor® ranked Jamaica as the #1 Caribbean Destination and #14 Best Destination in the World. In 2018, the International Council of the Pacific Area Travel Writers Association (PATWA) named Jamaica the Destination of the Year and TravAlliance Media named JTB Best Tourism Board, and Jamaica as Best Culinary Destination, Best Wedding Destination and Best Honeymoon Destination. 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](http://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](http://www.islandbuzzjamaica.com).

###