

JAMAICA

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REGGAE MUSIC ... ATTRACTING PEOPLE TO JAMAICA

Bob Marley Historian Shares the History of His Love For Reggae Music



Above: Director of Tourism, Donovan White (left) presents Bob Marley historian, Roger Steffens (centre) with a gift bag during an interview with JTB Facebook Live Streaming host Sakina Deer (left).

KINGSTON, JAMAICA – 2018 July 22 – On the culminating night of this year's Reggae Sumfest, the Jamaica Tourist Board's booth was the perfect setting for those looking to bask in the essence of Jamaican culture.

On first meeting Roger Steffens, you may be excused for thinking him a quiet unassuming fan of reggae music. But within two minutes, you will recognize that he is an untapped source of information on Bob Marley.

This actor, author, lecturer, reggae archivist, director and producer, has over the past four decades, evolved from photographer into the world's premier reggae archivist. His obsession with reggae music began in 1973, when he happened across an article in a Rolling Stone magazine that spoke of reggae. Steffens explains that he had never heard of reggae before but decided to take the journey and explore the genre in its entirety.

In 1976 Steffens came to Jamaica with his wife looking for vinyl records. Little did he know that this would have been the beginning of his extensive collection which now occupies seven rooms of his Los Angeles home and is the world's largest collection of Bob Marley material. "Steffens is a walking encyclopedia on reggae and Bob Marley," said Director of Tourism Donovan White. "We need to find a way to get into his mind and record all that information."



Above: Steffens entralls Director of Tourism Donovan White with his collection of select photographs captured over the last 40 years.

1979 saw the birth of Steffens' award winning radio show, *Reggae Beat*, which was syndicated to over 130 stations worldwide. He says that though he hosted many artistes on his programme the biggest of these was Marley, who Steffens met in 1979 while he was promoting the album, *Survival*. "My favourite thing about the genre is that reggae is out to transform the world through the Bob Marley's One Love philosophy ... Reggae is music which takes you to higher heights" said Steffens.

Having presented about reggae at the Smithsonian Institution, the Library of Congress and nine times at the Rock and Roll Hall of Fame, Steffens says he only has one wish and that is to have his collection established at the Jamaica Music Museum, which he believes is its rightful home.



Above: Host Sakina Deer is overjoyed with the information shared by Steffens during an interview for the JTB Facebook Live Streaming at Reggae Sumfest 2018

“Though reggae is truly unique to Jamaica, what has kept me coming back to Jamaica and my absolute favourite thing about this island, is the friendliness and mutual respect among all races” said Steffens.

To learn more about Jamaica or to book your next vacation go to 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. TripAdvisor® ranked Jamaica #12 Best Destination in the World in 2017 and top three islands in the world in 2016. The JTB was declared the Caribbean’s Leading Tourist Board by the World Travel Awards (WTA) from 2006 to 2017. In 2017, Jamaica earned the WTA’s vote for the Caribbean’s Leading Destination and the Caribbean’s Leading Cruise Destination for the eleventh consecutive year. Additionally, Ocho Rios was named the Caribbean’s Leading Cruise Port; Sangster International Airport was voted the Caribbean’s Leading Airport; Club Mobay was named the Caribbean’s Leading Airport Lounge; Dolphin Cove was voted the Caribbean’s Leading Adventure Tourist Attraction; the Montego Bay Convention Centre was named the Caribbean’s Leading Meeting & Conference Centre; and GO! Jamaica was named the Caribbean’s Leading Tour Operator.

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

For details on upcoming special events, attractions and accommodations in Jamaica go to the JTB’s Web site 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.

Contact:

Lucretia Green

Jamaica Tourist Board

876-908-5243

lgreen@visitjamaica.com/cmorris@visitjamaica.com