



INTERNATIONAL REGGAE & WORLD MUSIC AWARDS (IRAWMA)



An affiliate of Martin's International
THEREGGAE50 CELEBRATION 2019

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MARTIN'S INTERNATIONAL USHERS IN NEW YEAR WITH THE ANNOUNCEMENT OF THEREGGAE50 CELEBRATION 2019

Chicago, Illinois, January 2, 2019: By Tremell "Mello" Williams

Happy New Year to All! 2018 and 2019 mark **TheReggae50**, www.TheReggae50.com, fifty years since the evolution of Jamaican Reggae music from Ska and Rocksteady into the global music phenomena **Reggae**.

'THEREGGAE50' WILL BE A HUGE GLOBAL MUSICAL MILESTONE, A POTENTIAL TOURISTS WINDFALL FOR JAMAICA A GREAT BOOST FOR JAMAICA'S REGGAE ENTERTAINERS!

The 1968 formation of the new Jamaican music genre "**Reggae**" blossomed into international popularity in 1969. Martin's International proposed that **TheReggae50** be a multi - year celebration through the year 2018 and 2019.

Throughout 2018 **Martin's International** has been dedicating its events to "**TheReggae50**" as will 2019 events including:

- **IRAWMA (International Reggae And World Music Awards)**, www.IRAWMA.com, **May 11, 2019, Kingston, Jamaica**
- **IFOL, (African/Caribbean International Festival of Life)**, www.IFOL.com, **July 4th weekend 2019, Union Park, in Chicago's Near West Side**
 - **CMA (Chicago Music Awards)**, <https://www.chicagomusicawards.org/>, **will be a part of IFOL**
- **JSVFest (Jerk, Seafood and Vegan Fest)**, www.JSVFest.com, **September 2019, in Chicago's Dearborn Park, near McCormick Place**

Martin's International is currently working aggressively to obtain Government and private sector partnerships; include those in the entertainment, tourism, travel, service, food and drinks industries, both globally and in Jamaica to brand their products and services with the annual **IRAWMA 2019** and **TheReggae50 for a grand celebration on Saturday, May 11, 2019 at the Pegasus Hotel, Kingston, Jamaica,**

Martin's International is seeking the support of **Jamaica's Government** to take the lead and to **officially designate "2019"** as "**TheReggae50**" celebration of **Jamaica's** most popular music and culture.

Martin's International has established, the domain sites; www.thereggae50.com, www.reggae50.net, www.reggae50.org; in addition to www.irawma.com. Social media can be liked **@irawma**, **@TheReggae50** and other channels for the global **Reggae Music ecosystem's** fraternity and industry members to post and share their historic **Reggae** memories and experiences; as well as their present and ongoing activities and initiatives.

We would like to encourage and call on all events organizers, producers, promoters, radio DJs and others to dedicate their – 2019 events/programs to **TheREGGAE50** celebration.

Ephraim Martin had also penned TheReggae50 song to help in the branding of **TheReggae50**. **TheReggae50** song includes the names of some of the veteran Reggae foundation entertainers/members. **Martin believes that Jamaica can see its greatest tourism windfall and inflow of tourists in the years ahead; if TheReggae50 is properly branded globally.**

Martin states, "**There are approximately 2.5 billion fans of Reggae and World Music worldwide; millions of who would love to discover Jamaica; especially, during the time of the annual IRAWMA in Jamaica.**

Jamaica and Reggae entertainers everywhere can reap the benefits from TheReggae50 celebration year of festivities; which should not be limited to the IRAWMA, May 11th event, but with event promoters hosting weekly and monthly events, through December 31, 2019."

As to who are originators or who coined the word "Reggae", Martin states that will be reserved for later discussion or you can like the Facebook **@TheReggae50** or visit www.thereggae50.com for updates. **Martin International** team looks forward, to seeing and/or hearing from fans of reggae in a **Reggae50 Town hall Meeting** and/or event soon.

For further information, email irawma@gmail.com , visit www.thereggae50.com, www.irawma.com or call 877-9-REGGAE.