



REGGAE50®

A Martin's International Affiliate



1325 South Wabash Avenue, #307
Phone : 312/427-0267 Fax : 312/427-0268
www.thereggae50.com www.reggae50.net

Chicago, Illinois 60605
E-mail : reggae50@thereggae50.com
www.facebook.com/thereggae50

Press Release

For Immediate Release

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

TheReggae50 Celebration 2018 - 19

**A HUGE GLOBAL MUSICAL MILESTONE,
A POTENTIAL TOURISTS WINDFALL FOR JAMAICA
A GREAT BOOST FOR REGGAE ENTERTAINERS EVERYWHERE!**

Chicago, Illinois, January 1, 2018:

By Mello Williams

Happy New Year to All! This year, 2018 and 2019 will mark **TheReggae50**; fifty years since the evolution of Jamaican Reggae music from Ska and Rocksteady into the global music phenomena **Reggae is today**. Since the last six months Martin's International was **called upon by several of the reggae foundation entertainers to bring to light the special Golden Reggae milestone Achievement of 50 years!** As a result, **Martin's International** is dedicating its **July 4th weekend, 26th African/Caribbean International Festival of Life (IFOL) in Chicago**, the **IRAWMA** and its other events to **TheReggae50 Celebration**. – 2018/19.

The 1968 formation of the new Jamaican music genre “**Reggae**” Blossomed into international popularity in 1969. Martin's International is proposing that **TheReggae50** be multinational celebration throughout this year 2018 through the end of the year 2019.

Martin's International is planning multiple events in Chicago and elsewhere in the USA; as well as the return to Jamaica of the **International Reggae and World Music Awards, IRAWMA**, in the spring of 2019. **Martin's International** is currently working aggressively to obtain Government, private sector partnerships among entertainment, tourism, product, product brands and organizations in Jamaica; which will enable an exciting and rich calendar of events and celebrations of **TheReggae50**.

Martin's International looks forward to the **Government of Jamaica** to take the lead and **officially designate “2018 -2019”** as the **Reggae50** 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 and other sites, along with Facebook **@TheReggae50**, among other channels for the **Reggae** fraternity and industry members to like, post and share their historic **Reggae** music, memories and experience.

We would like to encourage and call on all events organizers, producers, promoters, radio DJs and others to dedicate their 2018 – 2019 events/programs to **TheReggae50** celebration.

Martin's International, will return its, the **International Reggae & World Music Awards (IRAWMA)**, to **Jamaica in May 2019**, for its 37th Annual iteration; with the dedication to **TheReggae50**. In the meantime, the **36th IRAWMA** winners will be presented on **Sunday, March 18th, 2018**, in conjunction with the **37th Annual Chicago Music Awards in Chicago**, and will promote **TheReggae50**.

Ephraim Martin had also penned a **Reggae50** song to help in the branding of **TheReggae50**. **TheReggae50** song includes the names of some of the **Reggae** foundation entertainers. **Martin** believes that **Jamaica can see its greatest tourism windfall and inflow of tourists within the next two years if TheReggae50 is properly branded and promoted globally**.

Martin states, **“There are approximately 2.5 billion fans of Reggae and World Music, who would love to discover Jamaica, during this period of TheReggae50 Celebration. Reggae entertainers everywhere will reap the benefits from TheReggae50 Celebration 2018 – 2019 festivities.”**

As to who are originators or who coined the word “Reggae”, Martin said, that will be reserved for later discussion or you can like the Facebook **@TheReggae50** or visit www.thereggae50.com. TheReggae50 team, looks forward to seeing or hearing from everyone in a **Reggae50 Townhall Meeting** or event soon.

For further information, email reggae50@thereggae50.com, visit www.thereggae50.com, or call 877-9-REGGAE.

.....

The photographs included in this article or attached are only a very small sample of some of the entertainers who were there in 1968/69 when the reggae music genre was established. The photos are in no order of priority and doesn't represent that entertainers are the very first; only that they are among the founding members and/or that they played a major part in the internationalization of reggae music. The official site for TheReggae50 is "TheReggae50.com" and the facebook **@thereggae50**. Now thru December 2019 information on the hundreds of reggae entertainers who are reggae foundation members and a sample of their music will be posted. For questions and/or further information, email: reggae50@thereggae50.com.