



THE REGGAE 50®

A Martin's International Affiliate



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Press Release

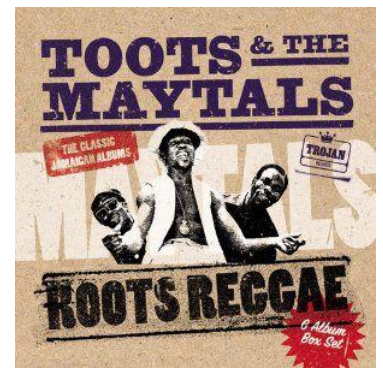


**HAPPY NEW YEAR & WELCOME TO
"TheREGGAE50" CELEBRATION 2018 - 19
A HUGE MUSICAL MILESTONE, A POTENTIAL TOURISTS
WINDFALL FOR JAMAICA
A GREAT BOOST FOR REGGAE ENTERTAINERS EVERYWHERE!**

Chicago, Illinois, January 1, 2018:
By Mello Williams



Happy New Year to All! This year, 2018 will mark "TheReggae50"; fifty years since the evolution of Jamaican Reggae music from Ska and Rocksteady. As a result, Martin's International is dedicating its July 4th weekend, 26th African/Caribbean International Festival of Life (IFOL) in Chicago and others of its events to TheReggae50 celebration.



The 1968 formation of the new Jamaican music genre "reggae" did not gain international popularity until 1969. As a result, Martin's International is proposing that "Reggae50" be celebrated from this year 2018 through December 2019.

Incidentally, the Bad Boys of Reggae "Inner Circle" is one of reggae groups, celebrating 50 years in Reggae this year. Other entertainers who have started in 1968 and are still performing, you will be hearing about as we proceed.

We would like for the Government of Jamaica to take the lead and officially designate "2018 - 2019" as "TheReggae50" celebration of Jamaica's reggae music.



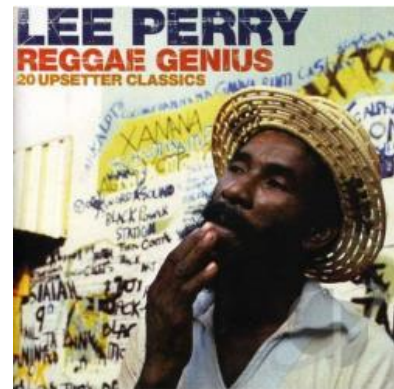
Martin's International has established domain sites, such as:
@ www.thereggae50.com, www.reggae50.net and on facebook



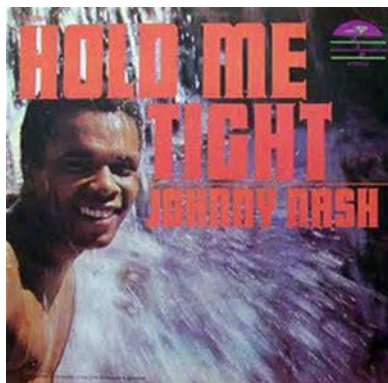
@thereggae50, among other avenues for the reggae fraternity and industry members to like, post and share their historic reggae music, memories and experience.



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, 37th Annual **International Reggae & World Music Awards (IRAWMA)** to Jamaica in May 2019 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 “TheReggae50” song to help in the branding of “TheReggae50”. It includes the names of some of the reggae foundation entertainers. Martin believes that Jamaica can see its greatest windfall/inflow of Tourists within the next two years if “TheReggae50” is properly branded and promoted globally.



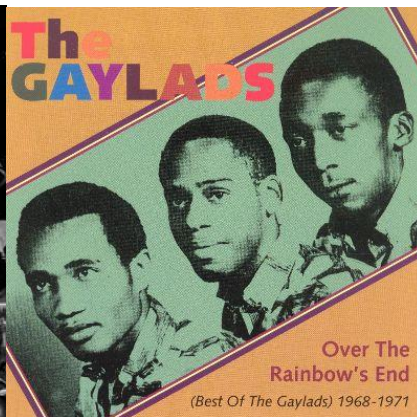
He went on to say, “There are approximately **2.5 billion fans of reggae and world music**, who would love to discover Jamaica during this period of “TheReggae50” celebration. Reggae entertainers everywhere



will reap the benefits from “Reggae50” 2018 – 2019 festivities. As to who are the 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. We hope to see and hear from you in a “Reggae50 Townhall Meeting” soon.

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

The photographs included in this article 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.