



**JULY ONE**

**INTERNATIONAL REGGAE DAY**



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-Marcus Garvey

#ThisIsMyReggae



# 24-HOUR

## Global Media Festival Event

Join the celebration of Jamaica's music lifestyle culture  
Hosted by Kingston, home of Jamaican music  
UNESCO Creative Music City



# CREATIVE TIVE KINGSTON

HOME OF JAMAICAN MUSIC & UNESCO'S NEWEST MUSIC CITY

*If you know anything about Kingston city, mere mention of the name is bound to conjure up heady images not likely witnessed anywhere else on the planet. Picture a scene out of a modern-day the harder they come, that cult classic jamaican film from the 1970's that portrayed Kingston in all its gritty, wonderful, heart-tugging glory. It's a virtual bonanza of amazing sights and sounds from river bottom to red carpet that is enough to send even the most well travelled visitor into a sensory tailspin.*



JULY  ONE

***#ThisIsMyReggae***

Social Media Campaigns

# Promote Buy Jamaica!

One Day Popup Sale

One Day to promote  
to the World

One Day in support of  
Jamaican Culture



**REGGAE  
360X  
CERTIFIED**

ireggaedays.com

JULY ONE

**JulyONE**

International Reggae Day  
Invites You to Support and  
Showcase Jamaica's  
Creative Industries

**Support Music Education & Creative Industries in Jamaica**

## Things to do on JulyOne

Offer discounts and specials to customers  
wearing Reggae colours

Display your brand's Reggae colours

Post images/videos online using  
#ThisIsMyReggae360X

All Jamaican music playlist

Buy tickets for IRD Kingston Concert Festival

Donate to your favourite charity in the name of  
International Reggae Day





INTERNATIONAL REGGAE DAY

# TREE PLANTING CHALLENGE

#ThisIsMyReggae



# YOGA JULY ONE 1LOVE

INTERNATIONAL REGGAE DAY

#ThisIsMyReggae

Universal Empress



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