

INTERNATIONAL REGGAE DAY

JULY ONE ONE TM

#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



ABOUT INTERNATIONAL REGGAE DAY

International Reggae Day (IRD) is an annual global celebration of Jamaican music culture hosted by Kingston, home of Jamaican music. The first of its kind, IRD seeks to amplify recognition of the outsized influence of Jamaica and its music legacy on global culture and showcase the best of Jamaica's creative industries and offspring.

Launched in 1994 and proclaimed first by Jamaica's Governor General in 2000, IRD is a registered trademark and the brainchild of entertainment executive, brand | IP consultant and producer, Andrea M. Davis.

This annual Reggae campaign rallies stakeholders in the international Jamaican music industry, fans and media on every continent to Unite | Inspire | Uplift.

Designed as a 24 hour hybrid celebration, IRD combines a virtual global media festival and digital campaign with a network of physical events hosted by partners around the world that include concerts, parties, conferences, exhibits, awards, tree planting, yoga sessions and other event formats conducive to market strategy.

Each year on JulyOne, IRD centres activities around a select theme focused on a key aspect of Jamaica's rich lifestyle music. IRD focuses on a particular theme highlighting iconic individual(s) or showcasing another chapter in the story of Jamaica's rich music history and its impact on global culture.





JULY ONE

INTERNATIONAL REGGAE DAY
A CELEBRATION OF GLOBAL REGGAE CULTURE

Why did IRD Start?

International Reggae Day was inspired during the state visit to Jamaica in July 1991 of **Nelson and Winnie Mandela**.

Winnie Mandela addressed a gathering of Jamaican women hosted by then Minister Portia Simpson, and spoke of the **POWER of Reggae music to motivate the people of South Africa in their fight against Apartheid**.

The need to recognize, celebrate, harness and market this POWER, by and for Jamaica, inspired the **birth of Reggae Day in 1994**.

The **arrival of the internet** thereafter enabled the expansion of the celebration's focus and outreach to International Reggae Day by 2000.



www.ireggaeday.com





JULY ONE

INTERNATIONAL REGGAE DAY
A CELEBRATION OF GLOBAL REGGAE CULTURE

24 HOUR | GLOBAL MEDIA
FESTIVAL

JULY ONE

INTERNATIONAL REGGAE DAY
A CELEBRATION OF GLOBAL REGGAE CULTURE

Long Term Goal

24 HOUR WORLD DOMINATION



To grow the **24 hour Global Media Festival Event Experience** where **Reggae Music** is broadcast on radio, television and via the internet by participating media houses and fans and a network of concerts and parties worldwide.



www.ireggaeday.com





JULY ONE

INTERNATIONAL REGGAE DAY
A CELEBRATION OF GLOBAL REGGAE CULTURE

UNITE, INSPIRE, UPLIFT



Proclamation

WHEREAS, reggae music is unique to Jamaica but its rhythms, melodies, and lyrics have had a significant impact on music and culture throughout the world; and

WHEREAS, reggae music has promoted human rights and healthy lifestyles, inspired social and political advocacy, and created many festivals for people to enjoy its lively, syncopated sound; and

WHEREAS, emerging in the late 1960s from the roots of ska and American rhythm and blues, reggae's popularity is due to a variety of famous groups and artists and various styles have developed within the genre; and

WHEREAS, it has influenced American popular music, is very popular in our islands, and is the foundation on which Hawaii's own unique cross-cultural genre called "Jawaiian" was created; and

WHEREAS, the best of Jamaica's music and culture is celebrated annually on International Reggae Day to unite people through music, celebrate the power and impact of reggae, and recognize the important contributors to the growth and development of Jamaican music; and

WHEREAS, our community will celebrate International Reggae Day on July 1 with activities at Queen Kapiolani Park,

NOW, THEREFORE, I, KIRK CALDWELL, Mayor of the City and County of Honolulu, do hereby proclaim July 1, 2015, to be

REGGAE DAY

in recognition of this popular music style and its performers, to celebrate Jamaican culture and its people, and extend best wishes to everyone for an enjoyable gathering.



Done this 23rd day of June, 2015,
in Honolulu, Hawaii.

KIRK CALDWELL



A PROCLAMATION

By His Excellency The Most Honourable
SIR HOWARD FELIX HANLAN
COOKE, Member of the Order of the
Nation, Knight Grand Cross of the
Most Distinguished Order of Saint
Michael and Saint George, Knight
Grand Cross of the Royal Victorian
Order, Commander of the Order of
Distinction, Governor-General of
Jamaica.

GOVERNOR-GENERAL

WHEREAS, reggae music has been a unifying force in the culture of
the people of Jamaica and throughout the world;

AND WHEREAS, reggae music has been shown to be a significant and
powerful contributor to the development of the Jamaican economy;

AND WHEREAS, it is considered fit and proper to recognise the role
played by reggae music in Jamaica and throughout the world.

NOW THEREFORE, I HOWARD FELIX HANLAN COOKE,
Member of the order of the Nation, Knight Grand Cross of the Most
Distinguished Order of Saint Michael and Saint George, Knight Grand Cross
of the Royal Victorian Order, Commander of the Order of Distinction,
Governor-General of Jamaica, DO HEREBY PROCLAIM July 1, 2000 to
be International Reggae Day.

Given under my hand at King's House this
28th day of June, in the Year of Our
Lord Two Thousand and the forty-ninth
Year of the Reign of Her Majesty Queen
Elizabeth II.

GOD SAVE THE QUEEN



International Reggae Day
July 1, 2015

WHEREAS, Jamaica has been celebrated as the birthplace of Reggae music for decades and International Reggae Day, July One, is an annual 24-hour global media festival which celebrates Jamaica's rich cultural legacy, history of quality music the power and impact of the island's music, creativity, and global influence, and;

WHEREAS, International Reggae Day was inspired by Winnie Mandela during her official visit to Jamaica in July 1991 with her husband Nelson Mandela after his release from prison. Mrs. Mandela spoke of Reggae's power through the works of Marley, Tosh, Cliff and others, to inspire South Africa's people in the face of the oppressive Apartheid regime. A day to recognize the power of this art form seemed appropriate, and

WHEREAS, International Reggae Day continues in its efforts to highlight important individuals, institutions, and milestones that have shaped Jamaica's creative legacy, and

WHEREAS, International Reggae Day has become a global movement uniting nations around the world in peace for equal rights and climate justice, and

WHEREAS, International Reggae Day encompasses a vast international network of online newspapers, magazines, radio stations and other web based platforms, each tailoring their content on July 1 towards examining the power and potential of the island's signature rhythm while highlighting the finest in Jamaican and international reggae, made by veterans and upstart artists alike, and

WHEREAS, Cities including New York, Honolulu, Fort Lauderdale, London, Santiago, Madrid, Kingston, Bombay, Mexico City and Rio De Janeiro will be joining in the International Reggae Day celebration. The 24-hour media festival will be complemented by a network of official events between June 30-July 4, including lifestyle parties, dances, yoga sessions, pop up shops, and exhibits, and

WHEREAS, Today, International Reggae Day is celebrated at The Garden in Lauderdale Lakes, Florida, a city that is known for diversity in musical entertainment facilities and having the longest running night club in South Florida, NOW, THEREFORE

PLEASE JOIN ME by celebrating International Reggae Day and the Impact of Reggae Music has had not only in South Florida, but across the globe, as I affix my signature on this day, July 1, 2015 as a member and the first Jamaican to be elected to the Florida House of Representative.

Hazelle P. Rogers
State Representative, District 95



VIRTUAL MEDIA FESTIVAL

2015-2021

VIRTUAL REGGAE PARTY

Global Artistes | Selectors | Panels | Vignettes
Interviews | Special Features | Partners



IG Live | FB Live | YouTube | Twitter
@internationalreggaeday

MEDIA SPECIALS

Radio | Online | TV | Print

INFLUENCER +
CELEBRITY SHOUTOUTS

I LOVE RALLY WALL
ON JULYONE

PARTNER GIVEAWAYS

I LOVE PULL UP
12 NOON

IREGGAEDAY.COM

Livestream | Playlists | Schedule
Links | Partners | Archive

JULYONE
INTERNATIONAL REGGAE DAY

JULY ONE

INTERNATIONAL REGGAE DAY™

A Global 24-Hour Virtual Celebration
Of Jamaican Music Culture

1LOVE

RALLY

#ThisisMyReggae | #iReggaeDay
ireggaeday.com

ABOUT IRD2021

Jamaican music is special, not just because of its distinctive sound. Reggae music has also demonstrated its power to inspire change and continues to be an important voice and worldwide cultural influence.

IRD2021 offers a unique platform and a refreshed opportunity to *Inspire, Unite* and *Uplift* the global Reggae community. A much needed cultural respite during concurrent and ongoing global crises.

Reggae music has become synonymous with '*One Love*', a principle and affirmation first articulated by Jamaican national hero Marcus Garvey, contextualized by Rastafarian philosophy and later popularized by Bob Marley and Reggae music.

As the world continues to battle the impact the COVID 19 pandemic, the existential threat of climate change, increased global poverty and violence against women, the power of love will be essential to healing and renewal – love for *Self, Family, Community, Country, Culture* and our *Planet*.

This principle guides IRD 2021's focus and celebration plans.

The "**1Love**" theme reflects on and will amplify, this single most central message of Reggae music. The "**1Love**" call to action will drive all messaging and the exciting activations planned for the 24-hour celebration involving multiple cities and content partners.

Last year, IRD2020 hosted Reggae fans from 120 cities in 100 countries who logged on for IRD's first ever online 24-hour virtual event. **IRD2021** will build on this success with the "**1Love**" virtual experience hosted and anchored in Kingston, the home of Jamaican music. Driving uptake by local and international media. Mobilizing a virtual public gathering, worldwide.

IRD2021 supported by our partners, will showcase the many facets of "**1Love**" and create a trending groundswell to recognize Reggae music's global appeal, and promote the healing power of love through Reggae music.

E: Ireggaeday@gmail.com | T: 876.823-0394 | 876-919-3482 | W: www.ireggaeday.com
Andrea Davis (Founder) | Lisa-Ann OGilvie (CO-Producer) | Adrian Allen (Digital Strategist)

CONTACT INFO

PAGE 3 | END

JULY ONE

INTERNATIONAL REGGAE DAY

A Global 24-Hour Virtual Celebration
Of Jamaican Music Culture

1LOVE

RALLY

#ThisisMyReggae | #iReggaeDay
ireggaeday.com

MEDIA PARTNER INVITATION

International Reggae Day (IRD) invites your involvement on JulyOne this year as a **Media Partner/Host**. Connect your platform and engage your audience with this signature global celebration. Recognize the day, with your special programmes, interviews, playlists, social media content and other media specials in your market. Please register at the link below to Indicate your possible areas of interest and contact details on the brief form. Your JulyOne specials when confirmed, will be included on the Official Schedule.

[CLICK HERE FOR REGISTRATION FORM](#)

Kindly register by requested deadline - Friday, June 5, 2021.

IRD is the annual global celebration that spotlights Jamaica and its gift to the world – Reggae music. Under the theme “**1Love**”, **IRD2021** will this year, focus attention on the many facets of spiritual and romantic love amplified through Reggae music. Love for Self, Family, Community, Culture, Country and our Planet.

The **IRD** call to action around the world will include a 24-hour global Virtual 1Love Rally (live streamed), curated “**1Love**” playlists; the “**1Love**” Pull-up at 12 NOON EST to be observed around the world; an **IRD** “**1Love**” Fan Wall and much more. All supported by a concerted social media push in coordination with campaign partners like you, Reggae stars and community influencers.

TRADITIONAL + ONLINE MEDIA

Align your media platforms this JulyOne. Showcase Reggae’s cultural and lifestyle influence in your market. Be a part of the experience as the world reverberates for 24-hours with the sounds and energy of Reggae’s global culture.

<input checked="" type="checkbox"/> Podcast	<input checked="" type="checkbox"/> Radio	<input checked="" type="checkbox"/> Blog
<input checked="" type="checkbox"/> TV/Cable	<input checked="" type="checkbox"/> Website	<input checked="" type="checkbox"/> Social M
<input checked="" type="checkbox"/> Newspaper	<input checked="" type="checkbox"/> Magazine/Ezine	

PARTNER IDEAS + OPPORTUNITIES

- 1Love themed media specials
- **IRD2021** Schedule inclusion
- Your logo/ link - **IRD** website + social platforms
- Social Media Cross promotions with **IRD**
- Carry’host Live Stream segments on platform
- Editorial and Feature content
- Host a Panel discussion
- **IRD** / “**1Love**” themed interviews
- “**1Love**” promos with your platform audience
- Sponsor a segment - “**1Love**” Virtual Rally
- Your ad placement during global Live stream

Get Connected. Join Us.

IRD2015

billboard

MUSIC NEWS

06/11/2015

Rave, Rap and the Remix: The Jamaican Sound System's Influence on Popular Music

As thousands converged on the original Woodstock grounds in Bethel, NY over Memorial Day weekend for the dance festival Mysteryland USA, another event took place simultaneously in Florida celebrating...

By [Patricia Meschino](#) +



King Jammy photographed outside his Kingston, Jamaica studio in Aug. 2000.
David Corio/Redferns

billboard

IRD2016

MUSIC NEWS

07/1/2016

Get Ready to Rocksteady: Reggae's Influential Forerunner Celebrates Golden Anniversary

When veteran Jamaican singer Leroy Sibbles took the stage at the St. Kitts Music Festival, the audience drew closer to savor his smooth delivery of vintage hits including "Fattie Fattie," "Party Time..."

By [Patricia Meschino](#) +



Leroy Sibbles photographed in 2009.
Carlos Osorio/Toronto Star via Getty Images

IRD2016

billboard

MUSIC NEWS

03/1/2016

Winston 'Merritone' Blake, Jamaican Sound System Pioneer, Dead at 75

Winston "Merritone" Blake, the venerated Jamaican musicologist, producer, and owner/operator of Merritone Music, succumbed to complications from asthma on Feb. 27 at a Kingston hospital.

By [Patricia Meschino](#) +



Winston "Merritone" Blake receiving his award as an icon in the sound system movement at the International Reggae Day concert/awards ceremony in Kingston.
Steve James

IRD2016

WIPO

WORLD INTELLECTUAL PROPERTY ORGANIZATION

WIPO MAGAZINE

Reggae: Jamaica's gift to the world

June 2016

By *Catherine Jewell*, Communications Division, WIPO

[International Reggae Day](#), which takes place every year on July 1, is a worldwide celebration of Jamaica's gift to the world, Reggae music. The event marries the power of music, media and technology and is a global invitation to celebrate Jamaica's creativity and to showcase the many dimensions of Reggae lifestyle around the world.

Andrea Davis, who was instrumental in establishing the first International Reggae Day and who has been producing the event every year since it premiered in 1994, shares her views on the importance of Reggae music and the challenges facing Jamaica's creative sector today.

IRD2010



Sorry, this episode is not currently available

Young Lion with a reggae mix to celebrate International Reggae Day!

The hottest dancehall in the mix. This programme may contain strong language.

Show more

🕒 3 hours

Last on



More episodes

PREVIOUS
25/06/2010

NEXT
Toddla T & Serocee In For Young Lion!

See all episodes from Dancehall M1X with Young Lion

Music Played

ONE DAY RIDDIM

4/24/2016

International Reggae Day Celebrated Across the Globe | Billboard

IRD2011

Prince's Greatest Sports Moments: From Rocking the Super Bowl to...



Prince & Friends: Photos of His Performances Over the Years

International Reggae Day Celebrated Across the Globe

By Patricia Meschino | July 01, 2011 12:45 PM EDT



The anti-Apartheid movement in the 1980s was spearheaded through numerous consciousness raising initiatives, which included reggae music's unrelenting attention to the plight of South Africans (notably the late Peter Tosh's 1977 anthem "Fight Apartheid"). The economic sanctions and divestment of foreign companies from South Africa resulted in an estimated \$7 billion loss to the country between 1986 and 1990, according to the South African Reserve Bank, and, ultimately the dissolution of the racially oppressive Apartheid regime.

In 1991 Winnie Mandela acknowledged reggae's contribution to South Africa's liberation in an address at Kingston's National Stadium alongside her then-husband Nelson Mandela, the South



Jamaican Media Partners



International Media Partners Sample



JULY ONE

INTERNATIONAL REGGAE DAY

COUNTDOWN
TO THE
24-HR VIRTUAL
BROADCAST

#1LOVE



JULY ONE

INTERNATIONAL REGGAE DAY

BE A PART OF THE 2021 EXPERIENCE

1LOVE RALLY

24-HOUR VIRTUAL STREAM
PERFORMANCES | PANELS | MORE

1LOVE PULL-UP

MEDIA + FANS - 12 NOON JA - AROUND THE WORLD
REFLECTION WITH BOB MARLEY'S ONE LOVE ANTHEM

1LOVE DJ RELAY

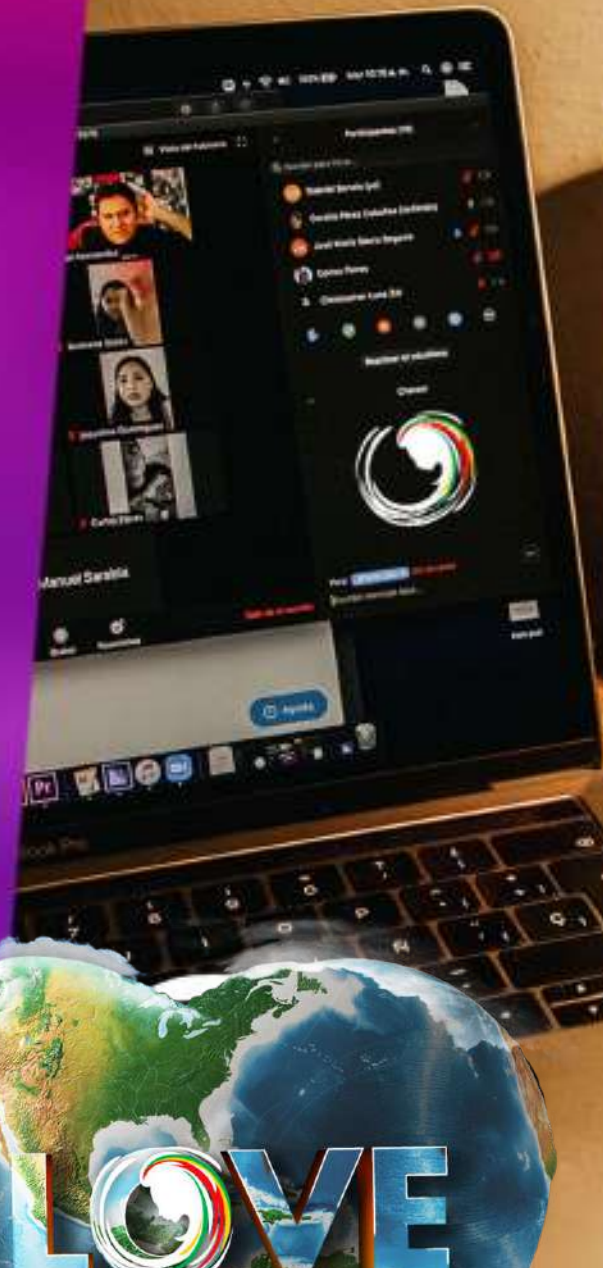
FROM JAMAICA TO THE WORLD

1LOVE FAN WALL

MEDIA SPECIALS

NFT ART COLLECTION

GIVEAWAYS



The logo features a circular icon with a stylized bird or 'S' shape inside, followed by the text 'IRD' in a large, bold, white sans-serif font, '2020' in a slightly smaller bold white font, and 'METRICS' in a bold yellow font below it.

IRD 2020 METRICS

From the Seychelle islands and African mainland countries to the USA and from European to South American cities, more than **50,000** persons whose IP addresses reflected over 80 countries and 140 cities across six continents and the Caribbean, logged in last year for the 24-Hour virtual broadcast.

MOBILE | DESKTOP

PERIOD: July 1 - Jul 4

- **POSTS REACH (ON JULY ONE)**

IG - 94,005 | FB POSTS- 170.9K | FB PAGE - 171.7K

- **SOCIAL MEDIA IMPRESSIONS (ON JULYONE)**

IG - 167,090 | TWITTER - 108,000

- **AUDIENCE DEMOGRAPHICS (ON JULYONE)**

Males 59% / Female 41%

- **TOP 5 AUDIENCE LOCATIONS (ON JULYONE)**

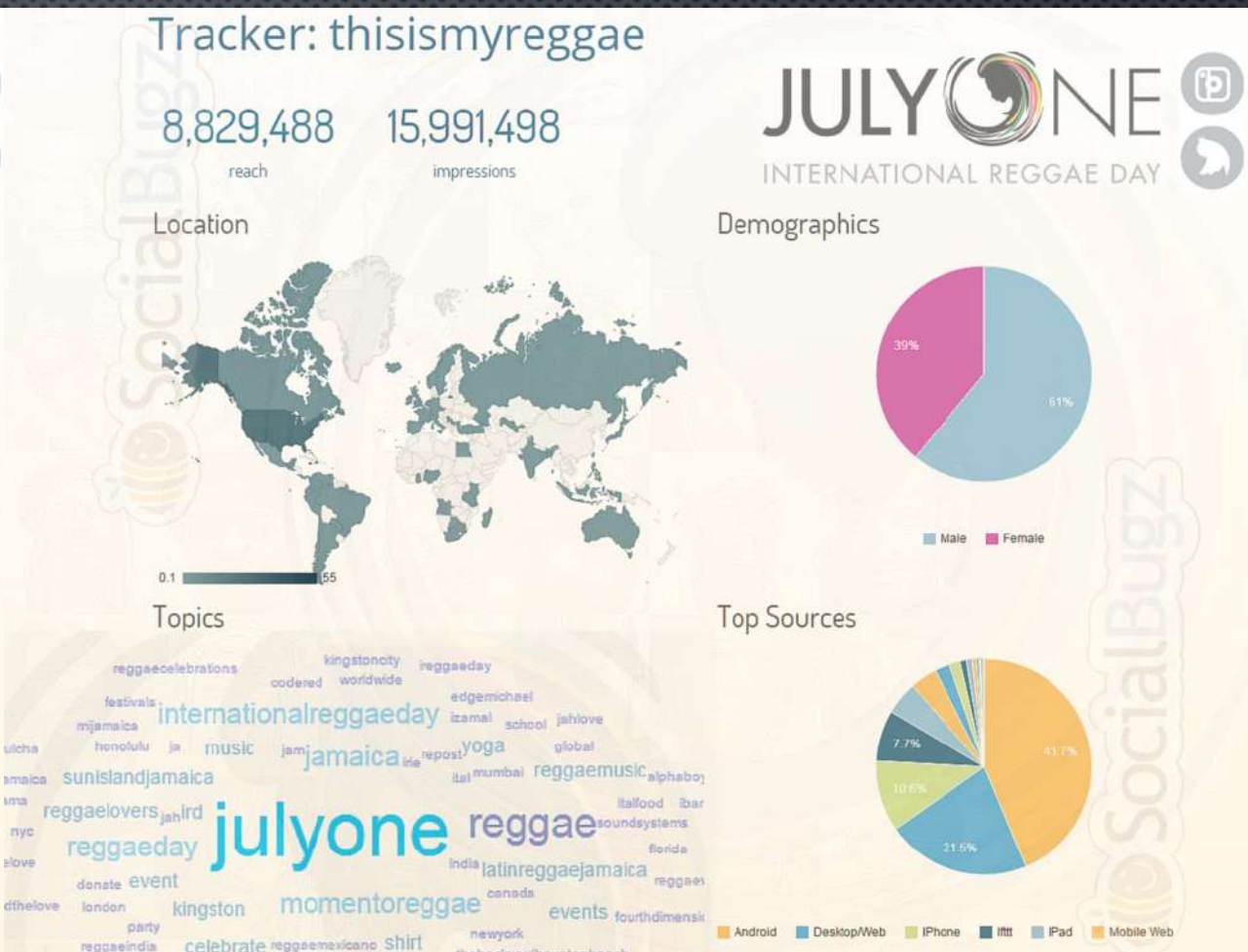
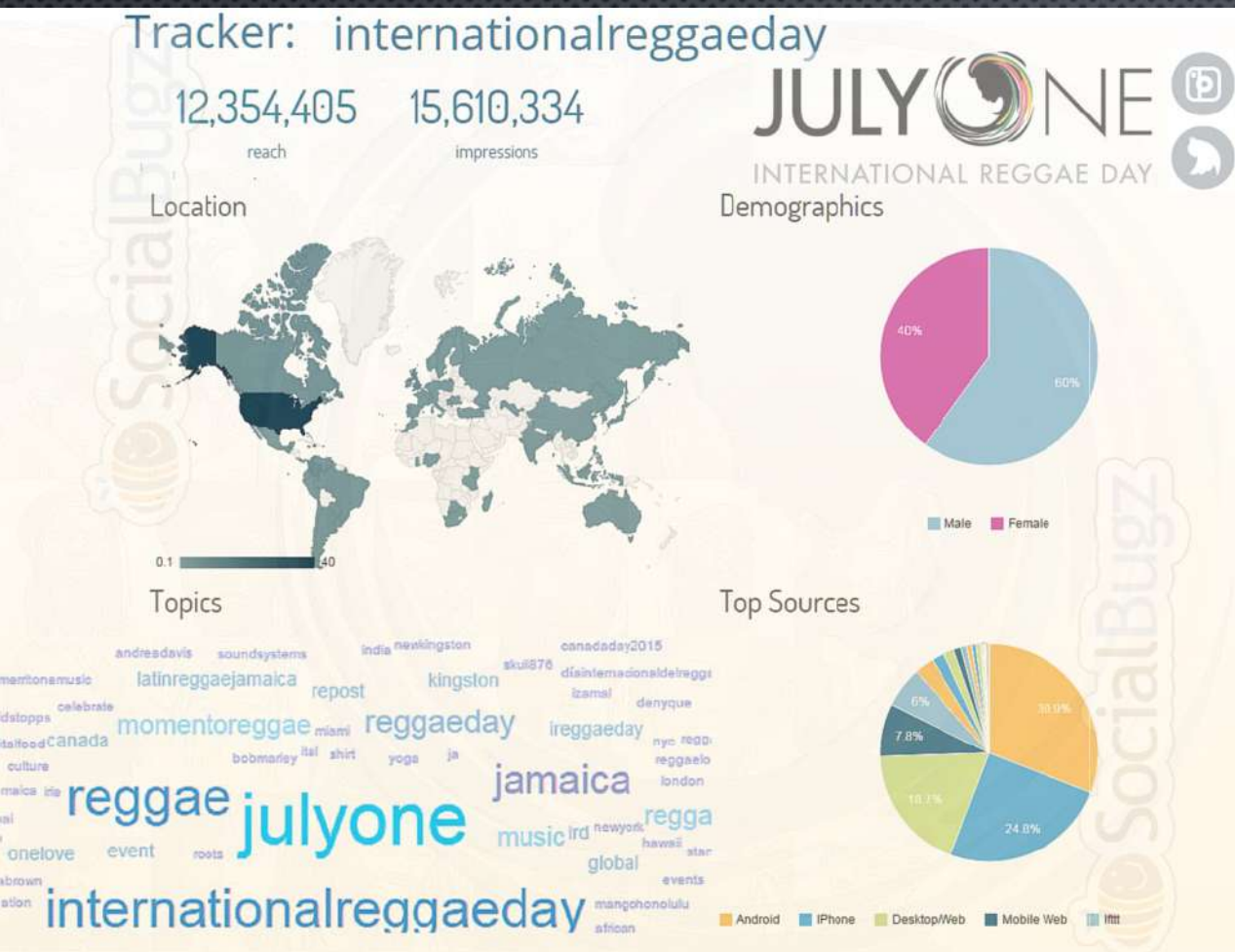
Kingston New York San Paulo
London Bogota

- **AGE GROUP (ON JULYONE)**

Age ranges from 18 to 65+.
Most engaged - 25 to 34 yrs
Close second - 35 to 44 years

SNAPSHOT IRD 2020 METRICS LIVE STREAM PARTICIPATION





PAST THEME SAMPLES

2015-2021



JULY ONE

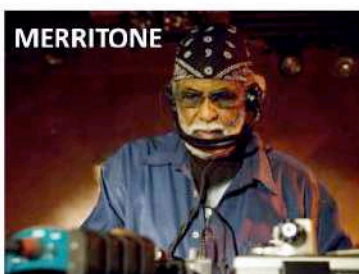


INTERNATIONAL REGGAE DAY

SALUTE TO JAMAICA'S SOUND SYSTEM MOVEMENT



COUNTRYSIDE CLUB
Wednesday JulyOne Live Stream



MERRITONE



King
JAMMY



MIXMASTER J (UK)



MARLA BROWN



RAS MALECOT



CHERINE



CHUCK FENDA



KEN BOOTHE



I-WAYNE



DENYQUE

Showtime 10pm

\$1,000 @ gate
Free before 9pm

Food & Drink
Specials All Night

www.ireggaeday.com

#ThisIsMyReggae

Facebook Twitter Instagram

Red Stripe
Must be 18 Years or Older
Drink Responsibly. ID required

Starlight PRODUCTION

Jamms

JACAP

Sandals

BRIDGET SANDALS

JAMAICA TOURIST BOARD

Steadyimage

Flow





The poster is for "INTERNATIONAL REGGAE DAY SALUTES THE ART OF DUB". It features a large white plate in the center with the text "THE ART OF DUB" in bold black letters. Above the plate, it says "INTERNATIONAL REGGAE DAY SALUTES". Below the plate, it says "INNOVATORS & POETS". To the right of the plate, there are four small portraits of reggae artists: a man in a hat, a man with dreadlocks, a man with a beard, and a man in a colorful hat. Below the portraits, the word "Saluting" is written in large white letters. Underneath, there are two columns of names: "Dub Innovators" and "Dub Poets". At the bottom, there is a banner for "DUBFIDUB" with the hashtag "#CHALLENGE" and the dates "APRIL 1 - JULY ONE".

INTERNATIONAL REGGAE DAY
SALUTES
THE ART OF DUB
INNOVATORS & POETS

Saluting

Dub Innovators	Dub Poets
Osbourne 'King Tubby' Ruddock	Ms Lou
Lee Scratch Perry	Mikey Smith
Errol 'ET' Thompson	Linton Kwesi-Johnson
Hopeton 'Scientist' Brown	Mutabaruka
Augustus Pablo	Oku Onouru
Big Youth	Benjamin Zephaniah
Gladstone 'Gladdy' Anderson	Jean Binta Breeze
Jack Ruby	Lillian Allen
Mad Professor	
Stur Gav Sound System	
Sir Coxson Outernational	
JAH Shaka Sound System	

DUBFIDUB
#CHALLENGE APRIL 1 - JULY ONE

#ThisIsMyReggae

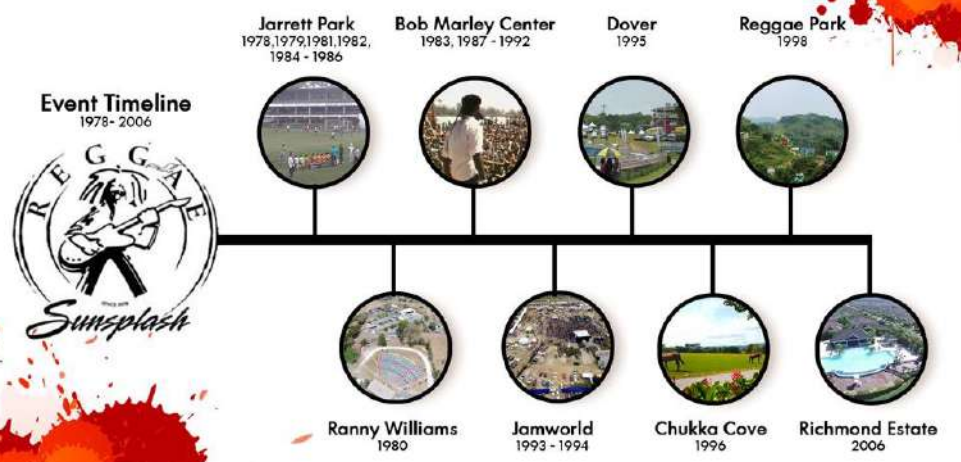
INTERNATIONAL REGGAE DAY

CELEBRATING

50

YEARS OF REGGAE

1968 - 2018



IRD2020

FROM JAMROCK

International Reggae Day (IRD) 2020 will celebrate the legacy of Jamaica's creative impact on the evolution of Hip Hop culture.

Jamaican music culture has had an enormous impact on Hip Hop from its birth to its global explosion as a lifestyle culture.

The 24 hour IRD media festival will celebrate this chapter in Jamaica's global story with special programmes, playlists, and features highlighting the innovators who built the bridge between these two global cultures.

From the streets of Kingston to the streets of NYC, the sound system style of the Jamaican dancehall was introduced to the US music scene by a Jamaican immigrant named DJ Kool Herc, who has been credited as the godfather of Hip Hop.



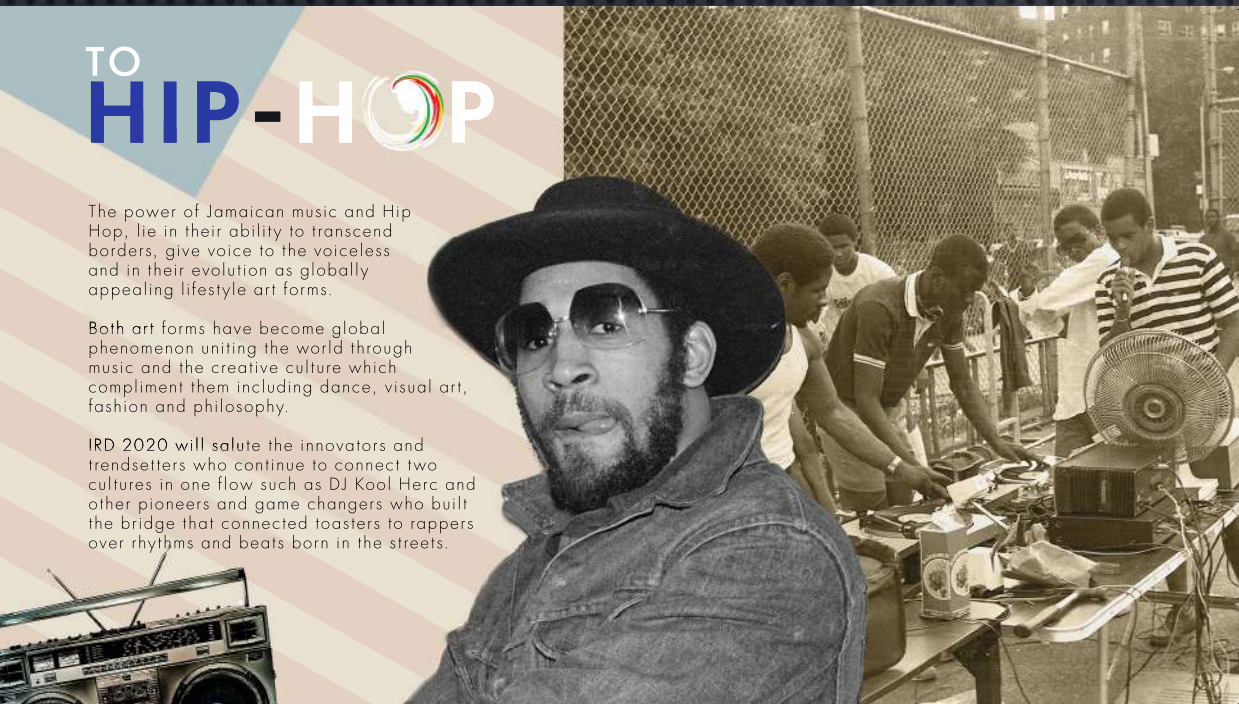
IRD2021

TO HIP-HOP

The power of Jamaican music and Hip Hop, lie in their ability to transcend borders, give voice to the voiceless and in their evolution as globally appealing lifestyle art forms.

Both art forms have become global phenomenon uniting the world through music and the creative culture which compliment them including dance, visual art, fashion and philosophy.

IRD 2020 will salute the innovators and trendsetters who continue to connect two cultures in one flow such as DJ Kool Herc and other pioneers and game changers who built the bridge that connected toasters to rappers over rhythms and beats born in the streets.



JULY ONE INTERNATIONAL REGGAE DAY

A Global 24-Hour Virtual Celebration Of Jamaican Music Culture

#ThisisMyReggae | #iReggaeDay



PAST EVENT SAMPLES

2006-2021



IRD2006



IRD2006



IRD2017



TREE PLANTING CHALLENGE

SOCIAL MEDIA CAMPAIGN TO PROMOTE THE PLANTING OF
1,000,000 TREES GLOBALLY BETWEEN JUNE 1 - JULYONE
BUILDING ON THE 31,000,000+ PAST JULYONE IMPRESSIONS

WORKING WITH A NETWORK OF ENVIRONMENTAL INITIATIVES
AND GREEN BRANDS



REMARKS



HON. ANTHONY HYLTON
MINISTER OF INDUSTRY,
INVESTMENT
&
COMMERCE

INTERNATIONAL REGGAE DAY
CONFERENCE

MONDAY, JUNE 30, 2014 @ 9:00 A.M.

THE COURTLEIGH HOTEL



YOU REAP WHAT YOU SOW CONFERENCE
 COURTLEIGH HOTEL



Andrea Davis

Conceptualiser and founder of International Reggae Day- An organisation aimed at growing a 24 hour global media festival event experience focussed on Reggae music



Michael Thompson

Jamaican graphic designer and "creative activist" He is the co-founder of International Reggae Poster Contest and aims to have a Reggae Hall of Fame established on the island.



Taj Francis

Independent Jamaican artist and member of the Creative Kingston Mural Movement



Marianna Farag

Freelance photographer from France, Marianna and her Regal Youth team have launched Paint Jamaica to improve the identity of residents in downtown Kingston



Dr. Leahcim Semaj

Jamaican psychologist combines the ancient wisdom of The East with the contemporary 'livy' of Rastafari to bring fresh insight to old human problems.



Evon Mullings

The founding General Manager of JAMMS (Jamaica Music Society) and serves an expert on broadcasting and public performance rights.



David Mullings

Entrepreneur, investor and Managing Partner of Keystone Augusta Group, and co-founder of the Realvibez Group- YouTube's first Caribbean.



Juan Luis Marturet

Director of Legal and Business Affairs at the International Federation of the Phonographic Industry (IFPI) and represents the interests of the recording industry worldwide.



JAMAICA MUSIC SOCIETY



INTERNATIONAL
 REGGAE
 POSTER
 CONTEST



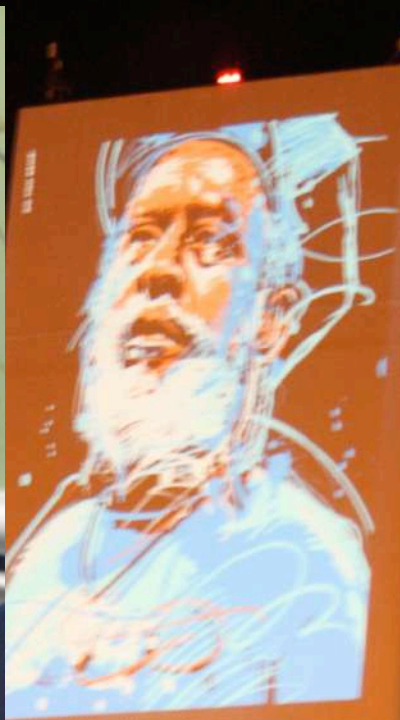
INTERNATIONAL
REGGAE DAY
 A CELEBRATION OF GLOBAL REGGAE CULTURE

JULYONE



DESIGNERS **722** COUNTRIES **78** POSTERS **1100**





 CREATIVE KINGSTON 
MUSIC MURAL MOVEMENT



IRD2016

JULY ONE

INTERNATIONAL REGGAE DAY



FRIDAY JULY ONE 10AM-6PM
PORT ANTONIO BALLROOM, JAMAICA PEGASUS
REGISTRATION 9AM-10PM

FREE / LIVESTREAM

NAVIGATING THE DIGITAL
CONTENT ECONOMY
10AM-1PM

DEVELOPING KINGSTON'S
CREATIVE ECONOMY'
2PM-6PM

WIPO GUEST SPEAKER - DAVID STOPPS

Sponsored by the
World Intellectual Property Organization
#ThisIsMyReggae | www.ireggaeday.com | Reggae360X App



YOU REAP WHAT YOU SOW

CONFERENCE

MONDAY JUNE 30
9AM-5PM

**THE COURTLEIGH
HOTEL & SUITES**
SOMMERSET SUITE



IRD2016

Opening Ceremony

(9AM-10AM)

Moderator	Carole Beckford
Ministry of Industry, Investment & Commerce	Min. Anthony Hyatt
JAMPRO	Diane Edwards
WIPO	Carol Simpson
JAMMS	Cleevie Browne
International Reggae Poster Contest	Michael Thompson
International Reggae Day	Andrea Davis
Alpha Boys Performance	

Session 1

(10AM-1PM)

SOCIAL DESIGN: THE POWER OF ART TO TRANSFORM SPACE

<i>Impacting the Jamaican Psyche</i>	Dr. Leachim Semco
International Reggae Poster Contest	Michael Thompson
<i>Towards a Reggae Hall of Fame: Celebrating Great Jamaican Music</i>	
Edna Manley <i>Creative Kingston Mural Movement</i>	Taj Francis
Regal <i>Paint Jamaica</i>	Marianna Farago
Jamaica Design Association <i>Jamaica's Design Landscape</i>	Roger Davis

Session 2

(2PM-5PM)

COPYRIGHT TERM EXTENSION: PRESERVING THE PAST & PROTECTING THE FUTURE

International Reggae Day	Andrea Davis
<i>JAMMS Copyright Term Extension Paper</i>	
Jamaica Intellectual Property Office <i>Harmonizing Jamaica's Copyright Term</i>	Lilysaire Bellamy
Jamaica Music Society <i>Extending Jamaica's Copyright</i>	Evon Mulling
International Federation of the Phonographic Industry <i>The Business of Copyright</i>	Juan Luis Marture
Realvibe Group/Keystone Augusta Group <i>Importance of Copyright in Attracting Investment</i>	David Mulling

TOWARD A REGGAE HALL OF FAME, CELEBRATING GREAT JAMAICAN MUSIC



#JulyOne
www.ireggaeday.com



#ThisIsMyReggae
@iReggaeDay





Experience Reggae



This International Reggae Day wear your
red, gold and green for a special IRD
discount

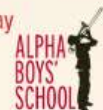
PART PROCEEDS IN AID OF
ALPHA BOYS SCHOOL PROJECT

ireggae.com

#ThisIsMyReggae

[internationalreggaeday](https://www.facebook.com/internationalreggaeday)

[@ireggae](https://twitter.com/ireggae)



INTERNATIONAL Reggae Day™

1 DAY IRD SALE

WEAR REGGAE COLOURS
FOR SPECIAL DISCOUNT
BUY JAMAICAN

8:00 AM - 8:00 PM

1 Abbeydale Road, Kingston 10 (Across from Devon House Entrance)
Tel: 876-968-1913 • www.bridgetsandals.net

FOLLOW IRD ON [f](https://www.facebook.com/ireggae) [t](https://www.instagram.com/ireggae)



IRD2015



INTERNATIONAL REGGAE DAY [24 HOUR GLOBAL MEDIA FESTIVAL]

35 Cities | 24 Hours | 1Love

Antananarivo	Caracas	London	Paris
Auckland	Castries	Los Angeles	Phnom Penh
Barcelona	Fort Lauderdale	Lyon	Prague
Beijing	Freetown	Madrid	Rio de Janeiro
Belize City	Geneva	Melbourne	Rome
Berlin	Ho Chi Ming City	Mexico City	Saigon
Bilbao	Honolulu	Miami	Santiago
Bogota	Ibiza	Montego Bay	Sao Paulo
Brasilia	Jakarta	Nassau	Singapore
Brussels	Kingston	Negril	Soweto
Buenos Aires	Lima	New York City	St. Johns

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IRD2014



INTERNATIONAL Reggae Day™ & JAMAICA BLOG DAY

JulyOne 2014
"Reggae's Influence and Potential"



Check out our new sounds on
our soundcloud channel.

soundcloud.com/ireggaeday

Hashtag #ThisIsMyReggae



20,000



#MyReggaeDay



INTERNATIONAL REGGAE DAY

JULY ONE

NEW YORK PANEL

FROM JAMROCK 2 HIPHOP



Hosted By
ST. JOHN'S UNIVERSITY

12NOON (EST) 11 AM (JA)
5:00PM (UK)
LIVE ON
ireggaeday.com

**YOUTUBE
LIVE STREAMS**



Panel discussion that traces the influence of and linkages between Jamaica's music culture and the growth of Hip Hop, both global cultural phenomena. Looking back at the genesis and exploring the opportunities for the future

• **StJohnsUniversity** • **VPrecoards**
• **iReggaeDayTV** • **Jamaicans.com**

Participants

Prof Don Greene (Co- Founder :Reggae Sunsplash | Professor St. John's University) | DJ Kool Herc (NY|Godfather of Hip Hop) | Cindy Campbell (1st HipHop promoter | NY) | Aaron Talbert (VP Mktg - VP Records | NY) | Pat Meschino (Billboard | NY) | Larry "The Duck" Dunn (Radio Host: Sirius XM) | Mitchigan (Founder: ReggaeBoyZ Sound) | Moderator Prof Cameron Weber (NY) | DJ Shug | DJ Mad Max (WSJU Radio)



@iReggaedayTV @InternationalReggaeDay @lreggaeDay

INTERNATIONAL REGGAE DAY

JULY ONE

LONDON PANEL DISCUSSION

1 PM

12NOON (EST)
5:00PM (UK)

LIVE ON
ireggaeday.com

Panelists

H.E. Seth George Ramocan
Jamaican High Commissioner to the UK
Mikey Campbell
Record producer, Engineer & Manager

MARCUS GARVEY'S INFLUENCE ON REGGAE MUSIC

HOSTED BY

BRITISH
Black Music Month

Marking the 80th anniversary of the passing of Marcus Garvey in London and the 100th anniversary of the first UNIA-ACL convention in New York.

Moderated by Kwaku (BBM/BMC)



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INTERNATIONAL REGGAE DAY
JULY ONE
WASHINGTON DC PANEL

7 PM (EST)
12 AM (UK) **6 PM (JA)**
LIVE ON
ireggaeday.com

**BUILDING THE
REGGAE MECCA
IN A POST COVID WORLD**

Panelists
Walshy Fire Grammy Award Winning Jamaican American DJ | Major Lazer)
Seanie B DJ, Presenter - BBC 1Extra
Nolan Baynes Snr. Ent. Marketing Executive | IAS Agency | Formula 360 LLC
Tullah Carter CEO | Third World Music Group, USA
Ewan Simpson Board Chairman | Jamaica Reggae Industry Association (JaRIA)
Moderator, Coleen Douglas Senior Marketing Executive | JaRIA Board Member

HOSTED BY
JMC
MUSIC INDUSTRY
IN JAMAICA

Streaming on Irie Jam 360 app
IG @ thejmcfect

Supreme Ventures Group **VPP** **Jamms** **JACAP** **CET-IT** **ITOPIA LIFE**

@iReggaeDay TV **@InternationalReggaeDay** **@iReggaeDay**



INTERNATIONAL REGGAE DAY
JULY ONE
THE 24-HR VIRTUAL PARTY
FEATURING THE MOST
NOTORIOUS SOUND SYSTEMS
LIVE ON **iReggaeDay.com**

12 MIDNIGHT	YAADCORE (JA)
2 AM	SENTINEL SOUND (GERMANY)
8 AM	BASS FEDERATION ROOTS (INDIA)
10 AM	ALRIC & BOYD (JA)
7 PM	DJ KOOL HERC (US)
8 PM	DJ SHINEHEAD (US)
9 PM	MIXMASTER J (UK)
11 PM	MINISTERIO PUBLICO (BRAZIL)

VP **Supreme Ventures Group** **ITOPIA LIFE** **JACAP** **Jamms**

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ONE AFRICA ONLINE REGGAE FEST

Unite Inspire Uplift

The DRC Band
Givhara Mulaudzi
The Meditators
ninety & the Standing Band
Roots of Kush

1 JULY 2020
STREAMING LIVE
@ 19:00

Subscribe @ MEC MEDIA

YouTube

INTERNATIONAL REGGAE DAY
TREE PLANTING CHALLENGE
24 HOUR GLOBAL MEDIA FESTIVAL

MEC

isMyReggae #OneAfricaReggae #FromJamrock2HipHop

INTERNATIONAL REGGAE DAY
BIRMINGHAM
FROM MELLOW VIBES STUDIO FT.
MURRAYMAN AND FRIENDS

STREAMING LIVE ON IREGGAEDAY.COM & PULLUPMAG.COM
AND VARIOUS SOCIAL MEDIA PLATFORMS
LIVE SHOW 6PM TO LATE (UK TIME)

JULY ONE
INTERNATIONAL REGGAE DAY

PULLUPMAG

TUFF GONG
INTERNATIONAL LIMITED
CELEBRATES
INTERNATIONAL
REGGAE
DAY!

#INTERNATIONALREGGAEDAY #IRD2020

Join us on our Youtube Channel to relive with us moments from the #BobMarley75 Earthstrong celebration.



JULY ONE
INTERNATIONAL REGGAE
PULLUPMAG.COM AND DUBFORCE
1 LOVE - DJ RELAY EVENT
Hosted by MELLOW VIBES STUDIO &



From
PARIS FRANCE

I LOVE SOUND
Featuring
JUNIOR ROY

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DC TalkRadio
Your Issues - Our Concerns

INTERNATIONAL
REGGAE DAY

DC TALK RADIO 90.9FM
LIVE STREAM ON WWW.DCTALKRADIO.CO.ZM

JULY ONE
INTERNATIONAL REGGAE DAY
PULLUPMAG.COM AND DUBFORCE
PRESENT

ROOTSUN7
HOSTED BY: RAUNAS & GUESTS
LIVE STREAMING: TWITCH.TV: CASA_SEMETS
5PM - 9PM (Brazil Time)

#JULYONE
#1LOVE
#IRD2021

PULLUPMAG Stakx

ASSOCIATION OF RASTAFARI CREATIVES PRESENTS
AN INTERNATIONAL REGGAE DAY EVENT
EXPLORING REGGAE, RASTAFARI & 1LOVE

REGGAE, RASTAFARI
& THE RESISTANCE

Speakers

IBO COOPER HEMPRESS SATIVA HERBIE MILLER ANDREA JOHN BAPTISTE

HOSTED BY • ASAFO WEEDAMIAH & COLEEN DOUGLAS

THU. JULY 1ST, 2021 • 11AM EST • 10AM JA

VIA ZOOM • Visit www.rastafaricreative.com To RSVP

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July 1st is International Reggae Day de
celebrate reggae music which original
Jamaica and exploded to every corne
world

PAST CONTENT PROTOTYPES



YEARS OF
**JAMAICAN
MUSIC**

TOP
JAMAICAN
HITS

TOP
REGGAE
COVERS

13 PART TV SERIES



HD
tv SERIES
CONTENT

Over Five Decades of Jamaican Hits

Trace the History Jamaica's Recorded Music and Influence of Jamaican Music on Global Culture From Hip Hop to English Pop.

Unique and Humorous Insights from leading Artists | Producers | DJs | Personalities



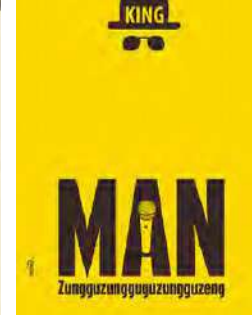
TOP
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COVERS

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JULYONE



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JULY ONE

INTERNATIONAL REGGAE DAY

A Global 24-Hour Virtual Celebration Of Jamaican Music Culture

WWW.IREGGAEDAY.COM

#ThisisMyReggae | #JulyOne | #1Love

JULY ONE

INTERNATIONAL REGGAE DAY

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INTERNATIONAL REGGAE DAY