

# JULY ONE

INTERNATIONAL REGGAE DAY

## INVITATION TO PARTICIPATE ALL MEDIA PLATFORMS

On JulyOne, we invite all media ON AIR AND ONLINE - through your scheduled Programming, DJs and Announcers - to align with and participate in the global #!1LovePull-Up at 2:05(JA) time.

We also invite your general involvement with your special programming and themed playlists on JulyOne.

- 1Love Pull-Up at 12:05PM (JA)**
- 1Love themed Playlists
- Interviews
- Special Reggae themed Features
- Social Media content
- Share IRD Media Collateral

See website - all activities in the 1Love Rally

[www.ireggaeday.com](http://www.ireggaeday.com)

See next page for suggested areas of Media involvement





## ABOUT IRD2021

IRD will be celebrated with a “1LoveRally”. Our 1Love theme this year, returns focus to the single most central message of Reggae music. 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 that is climate change, increased levels of global poverty, racism and violence against women, the power of love will be essential to healing and renewal. This principle guides **IRD2021**’s focus and celebration plans.

The “1Love” theme and our activities including the 24-Hr broadcast will focus attention on the many facets of spiritual and romantic love amplified through Reggae music – love for **Self, Family, Community, Country, Culture** and our **Planet**.

## WAYS TO TAKE PART

1	<b>HOW TO ACTIVATE THE “1LOVE Pull-Up”</b>	<p>At exactly 12:05 PM (JA time) (CHECK YOUR TIME ZONE) - Media Houses around the world - on-air and online - will pause and reflect with their listeners/viewers to envision a post-COVID world with the healing power of <b>1Love</b> to a Reggae sound track. Media are asked to play the following songs in this sequence:</p> <ol style="list-style-type: none"> <li>1. <b>Bob Marley Anthem - “One Love” (UNICEF Remix)</b></li> <li>2. <b>Dennis Brown - “Love and Hate”</b></li> <li>3. <b>Wailing Souls - Jah Jah Give Us Life to Live</b></li> </ol> <p>Host/Announcer/DJ is asked to share their answer to the question to end segment - <b>“What does Reggae and 1Love mean to me?”</b></p> <p>This activity is endorsed by the Marley Family and the Bob Marley Group.          You may access and use the Marley Endorsement Video. <i>(See Media Folder Link Below)</i></p>
2	<b>Themed Playlist</b>	<p>We invite all DJs and Hosts to include songs from the IRD curated 1Love Playlist in their programme on JulyOne. <i>(See Media Folder Link Below)</i></p>
3	<b>Features</b>	<p>Options include: interviews, archived performances, other special features          Share content from our news releases</p>
4	<b>IRD Promos</b>	<p>PLay and share IRD produced promos on your platform. <i>(See Media Folder Link Below)</i></p>
5	<b>Social Media</b>	<p>Talk about International Reggae Day (IRD) on your social media.          Share collateral and copy produced for the media. <i>(See Media Folder Link Below)</i></p>

### MEDIA COLLATERAL + RELEASES

**CLICK HERE + ACCESS FOLDER TO  
 DOWNLOAD PROMOS/OTHER MATERIAL**

◀ **VISIT OUR WEBSITE** ▶

**WWW.IREGGAEDAY.COM**

### CONTACT US

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