

"I AM JAMAICA" Campaign and Theme Song Calls for Positive Action and Accountability

The "I AM JAMAICA" Campaign will premiere simultaneously in Jamaica, USA, Canada, UK and other locations around the world with the international premier of the theme song, music video and Declaration signing on Saturday, July 17, 2010 through to Sunday, August 14, 2010.

The "I AM JAMAICA" campaign, an initiative of the Jamaican Diaspora, calls on all Jamaicans, at home and abroad, celebrities, community leaders, artists, entertainers, entrepreneurs and others, to encourage a sense of personal responsibility, to inspire each other in embracing our talents and resources as a burgeoning global community for the upliftment and prosperity of our youth, and to evoke an emotional connection of hope, positive vibes, prosperity, oneness, and all other core qualities of "Brand Jamaica" among Jamaicans worldwide.

The campaign encourages Jamaicans to elevate their level of communication and collaboration in addressing issues of national interest. The campaign also encourages the support of law and order in the society and implores a sense of personal accountability for re-socializing the mindset of the nation, at home and abroad.

The spine of the campaign is a Declaration for Change and Accountability which supporters are asked to sign, uphold and share with others. An official "I AM JAMAICA" theme song featuring several reggae veterans has been produced to convey the message of the campaign and mobilize the community with the realization that music moves people. The reggae artists include Hopeton Lindo, Shaggy, Freddie McGregor, Marcia Griffiths, Courtney John, Peter Gee, Fiona, Sophia Brown and Anthony Cruz. Accompanying the theme song is the official "I AM JAMAICA" music video. The video, directed by Lukkee Chong and Max Earle of Frame by Frame Productions, was filmed in various locations throughout South Florida and Jamaica and features the contributing vocalists, scenes from the Jamaican landscape and people of the Diaspora supporting the mission of the campaign.

Today's leading social media platforms will be used to further the campaign's mission and galvanize the Diaspora. In addition to the "I AM JAMAICA" web site, www.IAMJAMAICA.org, supporters can follow the campaign's progress on Twitter at www.twitter.com/IAMJAMAICA2 or join the "I AM JAMAICA" Fan page on Facebook at <http://bit.ly/IAMJA-FB>.

The campaign has also arranged for a custom YouTube channel, www.youtube.com/user/IAMJAMAICA2, provided to the community as a platform to upload their personal thoughts and offer suggestions and solutions, via video response, on issues pertaining to the upliftment of the Jamaican community at home and abroad. Over a four week period leading up to August 6th, Jamaica's Independence Day, supporters and members of the Diaspora will be asked to sign the "I AM JAMAICA" Declaration for Positive Action and Accountability, to spread the mission of the campaign and to upload campaign response videos. "This campaign is for the people of Jamaica," said Marlon Hill, Jamaican Diaspora Advisory Board member for the Southern United States. "We want to remind the Jamaican Diaspora and the world that we are a people of conviction, strength and resourcefulness, who by love for and faith in each other and in our youth can find solutions that will help drive Jamaica as a global brand destined for sustainable prosperity."

"Music is the common language of our people for generations," noted Hopeton Lindo, reggae artist and executive producer of the theme song. "At this point in our history, we need to bring back the positive vibes in our music and in our daily actions. The time is right to give each other one love with one heart, whether we are home or abroad."