

Guinness to celebrate 50 of Dancehall's greatest

One of Jamaica's most recognized brands will be taking the initiative to honor 50 of Dancehall music's greatest acts by creating an activity for fans and industry players to determine the genre's most influential figures.

As a part of the island's 50th Independence celebrations, Guinness will offer a platform where its consumers can choose who they think are the 50 greatest persons to ever grace Dancehall's circles. According to Guinness brand manager, Racquel Nevins, the compilation will include several deejays, producers, disc jocks and sound system operators and represents those persons who have been instrumental building the Dancehall culture throughout its existence. The Guinness 50 Greatest Dancehall Icons activity will commence next months and will run up until Independence weekend (August 4-6). As criteria for their list, Guinness insists that they will honor persons who possess the confidence to fulfill their dreams, those who are imaginative as well as those who live vibrant lives; all of which represents the liquor brand's ideal customer. Guinness has been an instrumental brand representative for Dancehall music, previously sponsoring major local stage shows such as Reggae Sumfest and STING while currently sponsoring the popular Guinness Sounds of Greatness clash competition. Additionally, they run the Guinness Greatness in the Streets initiative which hails as a community-focused street dance activity. The brand has even featured on a popular Riddim as back in 2006, Pure Music Productions crafted the Red Bull & Guinness Riddim, featuring many high profile acts including Vybz Kartel, Mavado and Delly Ranx.