

## HBO Presents "Where the Music is Always Alive: Jamaica Jazz & Blues 2012"

In the midst of Jamaica's 50th anniversary of independence, HBO and Flow will host a private screening of the HBO Special, Where the Music is Always Alive: Jamaica Jazz & Blues 2012.

The program, debuting in the Caribbean August 4th and throughout Latin America in September, showcases the most important musical event of the region, which this year includes legendary artists such as Celine Dion, Shaggy, Damian Marley, John Holt and Jully Black. "We are thrilled to be sharing in this celebratory moment, together with Flow, here in Kingston," said Javier Figueras, Corporate Vice President of Affiliate Sales for HBO Latin America Group. "By investing in local productions, we continue to bring Jamaica's cultural wealth and natural beauty to a forefront throughout both the Caribbean and Latin American regions." In addition to celebrating Jamaica's musical tradition, the HBO Special also brings the emblematic landscapes and scenic views of Montego Bay, Ocho Rios, Dunns River Falls and the Blue Mountains into sharp focus. While capturing the rhythmic beats of Reggae, Ska, Mento and Rocksteady, Where the Music is Always Alive: Jamaica Jazz & Blues 2012 also highlights the island's appeal as a sunshine paradise. "This fascinating Special will bolster our ongoing efforts to tap into the burgeoning Latin American market, as many viewers will certainly be lured to our shores by the captivating sights and sounds of our beautiful island," said the Hon. Dr. Wykeham McNeill, Jamaica's Minister of Tourism and Entertainment. "The fact that it will showcase Jamaica to viewers in Caribbean and Latin American countries means it will provide a unique and invaluable opportunity to further market our destination and build brand Jamaica. It not only shines the spotlight on the Jamaica Jazz and Blues Festival but also puts our rich culture and history on display as we celebrate our 50th anniversary of independence. We are honoured to be associated with this brilliant initiative, which continues to redound to the benefit of our wonderful destination. I must commend Flow and HBO for the production of what has proven to be a very innovative and effective marketing tool, which continues to provide destination Jamaica with significant exposure in the Caribbean and Latin America." With one-third of its patrons being visitors to the island, this year's Jamaica Jazz and Blues Festival saw the largest audience turn-out in the three-day concert's history. The HBO Special shares this vibrancy onscreen, not only through performance vignettes, but also through energetic commentaries featuring acclaimed artists such as Kymani Marley, Marcia Griffiths, Mykal Rose, The Temptations, Tessane Chin and Tami Chynn, among others. "This was an extremely important opportunity for us to use our technology and platforms to help widen the reach of Jamaica by highlighting the very best of what the island has to offer," said Michele English, President and COO of Columbus Communications Jamaica Limited, operators of Flow and Columbus Business Solutions brands. "Our partnership with HBO for a second year in a row demonstrates our continued commitment to support, share and celebrate local culture with the rest of the world, and, at the same time, garner international attention for Jamaica." The half-hour program will have a repeat showing on Monday, August 6th (Jamaica's Independence Day); additional showings will air in the Caribbean throughout August and September. The show will also be available to HBO On Demand subscribers (contingent upon cable operator).

Source: PR Newswire