

Mavado, Snoop to headline Texas show

We the Best/YMCMB recording artiste Mavado is gearing up to perform at Snoop Lion's (formerly Snoop Dogg) upcoming festival called LionFest.

The event will be hosted under the SXSW annual music, film, interactive conference and festival in Austin, Texas. LionFest will celebrate the release of Snoop Lion's highly-anticipated new reggae album and movie, Reincarnated. Snoop Lion will headline LionFest alongside international producer/sound system Major Lazer and Mavado among other acts. According to Mavado, Snoop Lion is assisting with the development of Jamaican music and he (Mavado) is looking to promote Jamaica on the world stage. "It's another great look for me. As an artiste with international aspirations, attending events like SXSW is essential, and to be on one of the big stages is a great opportunity. Snoop's helping shine the light on Jamaica and our music. So I intend to take advantage of that and uplift my brand and brand Jamaica on such a big stage," the reggae/dancehall artiste said. Mavado will also attend the red-carpet USA premiere of the Reincarnated documentary.

Reincarnated features Snoop Dogg a rap/hip hop legend that journeyed to Jamaica, and was influenced to join the Rastafari faith ... this influence led to the birth of reggae artiste Snoop Lion. Snoop Lion recently released a reggae single called Lighter's Up which also features Mavado, and both artistes are set to perform the song live at LionFest. Following his set at LionFest, Mavado is expected to perform at the New York University before heading off to the Metro PCS HOT 97 Boro Tour, to be held in Amazura, Queens. Mavado is also expected to conclude this month with a performance in Africa.