

## Shaggy, Fab 5 to perform at Grace Jamaican Jerk Festival New York

On Sunday July 21, 2013, Caribbean nationals in the New York tri-state area will get their fill of the best in Jamaican jerk cuisine, Caribbean music and cultural expressions at the third annual Grace Jamaican Jerk Festival - New York slated for Roy Wilkins Park in Queens, NY.

Last year's spectacular affair drew over 10,000 satisfied patrons who sampled a number of mouthwatering jerk dishes including Jerk rice, jerk burgers, jerk tofu, jerk lobster, jerk corn, steam fish and festival that were prepared by over 20 participating vendors. Building on the success of last year, Neil Robertson, Live Events & Agent at VP Records disclosed that Platinum selling reggae superstar Shaggy will be joined by Fab 5 as performers on the main stage, while actor and singer Leon will serve as celebrity judge for the Grace Jerk Cook-off. Shaggy, who was present at the launch said, he felt honored to be a part of the festival and was looking forward to performing for fans on July 21. Eddy Edwards, Chairman of Jamaican Jerk Festival USA, Inc., said he was delighted by the support New York has given the festival for the last two years and was happy to work with VP Records to produce the event. He also singled out the ongoing support of Grace Foods. "We are very excited to have Grace Foods on board as title sponsors for the festival and must commend them for their long-term commitment to the event" Edwards noted. Everyone he said is working hard to ensure that patrons have an enjoyable experience and promised that "this year's festival will be the best yet." Derrick Reckord, General Manager, Grace Foods International reiterated his commitment and ongoing support for the annual festival. "The Grace Jamaican Jerk Festival in New York City is great for the Grace brand and the Diaspora Community. Shaggy's appearance this year should ensure that the event is a wonderful success" he said. Host of the evening's reception, Herman LaMont, Consul General of Jamaica to New York, brought greetings to the media, sponsors and other special invited guests on behalf of the Government of Jamaica. He emphasized the importance of the different organizations working together for the benefit of the festival and pledged his wholehearted support again this year. Features of the festival include the Celebrity Jerk Cook-off, to be judged by film star and singer Leon, culinary demonstrations by Chef Maisie Miller, a cultural stage featuring Braata Folk Singers as well as a number of artistic and literary performances celebrating Jamaica's folk traditions, and an expanded Kidz Zone. Activities will kick off at 1:00 pm sharp and continue through the afternoon, culminating with performances on the main stage. Advance tickets are \$25 and currently available online at [WWW.JERKFESTIVALNY.COM](http://WWW.JERKFESTIVALNY.COM). Kids 12 and under will be admitted free. Gates will open at 12:00 PM and the fun and gastronomic experiences go until 8:00 pm. The Grace Jamaican Jerk Festival is presented in association with Digicel and VP Records and sponsored by Western Union, the Jamaica Tourist Board, Vitamalt, Tower Isle Frozen Foods, Marley Mellow Moods and Bigga Soda. Media sponsors are Irie Jam Media, Amsterdam News and WBLS. The Festival is produced by Jamaican Jerk Festival USA, Inc., and VP Records.