

Ja's Blue Mtn Music Festival takes live music to new heights

On February 22 and 23 the hills of Holywell will come alive when Bombrush Records and the Jamaica Conservation and Development Trust (JCDT) host the inaugural Blue Mountain Music Festival.

The festival boasts a hybrid of music, culture and outdoor adventure, set against the panoramic landscape of the Blue and John Crow Mountains National Park.

The Blue Mountain Music Festival, an official Reggae Month event, will feature two days of performances, yoga, hiking, camping and an array of entertainment for the entire family. At last night's media launch, Roshaun Clarke, Executive Producer of the event promised an experience synonymous with the acclaimed Woodstock Festival.

During his presentation at the launch, Minister Damion Crawford extended gratitude and congratulations to the festival organizers for creating a premium event that will lure visitors who want to experience more than "sand and sea";

Festival Schedule

On Saturday, February 22, gates open at 2 pm. The Reggae Party begins at 7 pm, featuring the legendary Third World band, Tanya Stephens, Chronixx and Kabaka Pyramid, among others. On Sunday, February 23, gates re-open at 11 am and the Misty Bliss concert starts at 2 pm, featuring T.O.K., Nomaddz, Ity and Fancy Cat, Kelissa and Jesse Royal.

Sharing his vision for the Blue Mountain Music Festival, Clarke sees the event evolving to become "one of the premiere music festivals in Jamaica and the Caribbean. Diversifying the genres of music presented and offering innovative attractions will be key to achieving this."

Blue and John Crow Mountains National Park 21st Anniversary

"The Blue Mountain Music Festival is the first in a week-long series of events celebrating the 21st Anniversary of the designation of the Blue and John Crow Mountains as a National Park," stated Dr. Susan Otuokon, Executive Director of the JCDT. "The festival will raise awareness and funds for the park, while encouraging Jamaicans to visit and enjoy the ambiance at Holywell."

Tickets and festival information

Tickets start at JA\$2,500 for day passes and JA\$5,000 for season passes, which are available at Woolworth, Xtras, Cove Cinema Ocho Rios and online at TouchTix.net.

Proceeds from the Blue Mountain Music Festival will benefit the JCDT and TOK's Guardian Angel Foundation.

Sponsors include the Jamaica Conservation and Development Trust, Bombrush Records, RJR Communications Group, Anubis Communications, Telegens, Got Creative Design & Photography and Listen Mi Caribbean.

Visit bluemountainmusicfestival.com or email bluemountainmusicfestival@gmail.com for information.