

Montego Bay to host "Soul in the Sun"

Montego Bay, Jamaica's tourism capital, long known as a destination for huge music festivals, will host another such event from October 10-12, at the Aqueduct in Rose Hall.

Dubbed "Soul in the Sun," the two-day music festival and a beach party on the Sunday will feature a number of US based R&B icons. Keith Sweat, Johnny Gill, and 90s boy groups Dru Hill and Silk will perform on the first night, Friday, October 10. On the second night, the featured acts will be Peabo Bryson, Regina Bell, Jeffrey Osborne, Freddie Jackson and Howard Hewitt.

According to Junior Taylor, Managing Director of Complete Entertainment Services, organizers of the event, the format of the festival was adopted from existing events but tweaked to suit a local audience. "We saw how successful the Sinbad Soul Music Festival has been over the years; it was staged in Jamaica once during the 1990s and has been taken to a number of islands in the region, and we decided to stage such a festival here to offer this level of entertainment to persons who love this kind of music." The acts Regarding the choice of artistes, he explained that the organizers "really wanted to bring acts that were Jamaican favourites from the 80s and 90s." Accordingly, he said "we went for Freddie Jackson who has the hits like You Are My Lady. Jeffrey Osborne is so loved here in Jamaica that we just had to bring him here for tracks such as On The Wings of Love, Shine On and more. Then we had to include Peabo Bryson and Regina Belle. Then once we spoke to Keith Sweat he suggested some of the other acts with whom he tours with as part of a Men of Soul aggregation." Venue The choice of Montego Bay and The Aqueduct were obvious for this festival, he added: "Montego Bay just has a vibe. It offers Jamaicans a chance to escape to the north coast and enjoy themselves while giving visitors that taste of Jamaican hospitality with a healthy dose of great entertainment thrown in for added value. The Aqueduct offers an intimate venue in a picturesque setting with the blue seas on one side, green hills on the other, and the old sugar ruins forming an impressive backdrop." JTB Taylor stressed that the October 10-12 dates were chosen in collaboration with the Jamaica Tourist Board to encourage visitors to the island during the Thanksgiving weekend in Canada and the Columbus Day holidays in the United States.