

Rebel Salute 2015

Rebel Salute 2015 will continue to promote a clean and healthy lifestyle without the consumption of alcohol.

Speaking at the launch Countryside Club in St Andrew recently, organiser Tony Rebel said the event has survived more than a decade without selling alcoholic beverages, therefore, there is no need consider going that route now.

Rebel Salute will be held at Richmond Estate, St Ann on January 16 and 17. The line-up includes Queen Ifrica, Etana, Jesse Royal, Jah 9, Kabaka Pyramid, Israel Vibrations, Third World, Alborosie, Tarrus Riley, Nesbeth, The Gideon, Inner Circle, Sizzla, Luciano, Richie Spice and the Mighty Diamonds, among others. Telecoms company Flow holds exclusive rights to stream the show and will be facilitating live streaming through its video on-demand service. The company also provided free wireless Internet at the launch and will do so at the event. Jason Hall, deputy director of the Jamaica Tourist Board (JTB), said Rebel Salute has the potential to pull as many patrons to the island as the Spain-based reggae festival Rotterdam. "Rebel Salute is a lifestyle and it is one such event that brings a lot of media coverage and exposure to the island. We are very proud to be associated with Rebel Salute. It has grown into a new venue, which is just the venue we need to achieve and pull the crowds like Rotterdam. We are with them for the long haul and we are also on the road with them promoting all year," Hall of the JTB said.