

## Reggae Sumfest kicks off with beach party

The 23rd staging of Reggae Sumfest kicks off this weekend with the Ultimate Beach Party, Beachfest.

Set for Aquasol Theme Park, Montego Bay, next Sunday, the highly anticipated event is expected to attract partygoers from near and far, moving to rave mixes from Jamaica's finest disc jocks such as Chromatic, ZJ Liquid, Crazy Neil, Black Chiney, Mario C and Bishop Escobar. Organisers are pleased with how things are developing and have assured that everything will be in place for the event. Robert Russell, chairman, Summerfest Productions, is excited to get the ball rolling. "Everything is coming along really well. Things are looking fantastic. The team is in the final mode of preparation, staff-wise everyone is ready. Shuttle buses, food, liquor, security are all in place. We have some of the best DJs on our line-up, so the music is sure to be great," Russell said. "The venue is being prepared now so, come Sunday, we will be ready to welcome the many patrons who will attend the event. It is going to be an exciting beach party, let's kick off our 23rd staging in fine style," Russell said. The 'Fluffy diva', Miss Kitty, will host the event and will, no doubt, add her own excitement and energy to the day's activities. A strict ID-required entry system is being enforced, with admission to the event being \$1,300 presold and J\$1,500 at the gate.