

## JTB Sponsors Ziggy Marley 2016 Concert Tour

Jamaica's bustling music scene is famous for producing many of the world's most influential reggae artists such as Ziggy Marley.

Recognizing the tremendous appeal that the island nation holds for music lovers in North America, the Jamaica Tourist Board (JTB) has partnered with Tuff Gong Worldwide to sponsor Ziggy Marley's 2016 North American Tour. The tour, which opened May 27 in Coachella, California, will continue through mid-October. "As the birthplace of the iconic reggae music, Jamaica is one of the world's most popular music destinations, and the island's music ambassadors possess unrivaled talents," noted Donnie Dawson, Deputy Director of Tourism, Sales for the Jamaica Tourist Board. "Ziggy Marley's music continues to play a significant role in spreading our culture through music. We are excited to work with Ziggy once again and look forward to another successful partnership."

The multi-faceted promotion will feature an enter-to-win sweepstake, hosted by the JTB's "Island Buzz" blog (<http://islandbuzzjamaica.com/ziggy-marley/>). Interested consumers can visit the blog, take a short quiz on Jamaica and enter for a chance to win a 4-day/3-night trip for two to Moon Palace Jamaica Grande with round-trip airfare provided by the JTB. As part of the collaboration, Ziggy Marley "Golden Tickets" will be hidden in select cities where the band is will be performing, including: Richmond, VA, June 22 Brooklyn, NY June 25 Delmar, CA July 30 Seattle, WA, August 2 Prospective concert-goers in these markets are encouraged to follow @VisitJamaica on social media for clues to the location of each "Golden Ticket." The lucky finder and a guest of their choice will receive free passes to that show. In addition, attendees in a select group of cities have the opportunity to make their concert experiences truly unforgettable. By uploading photos of themselves at their local concerts, they are entered to win a backstage pass to hang out with Ziggy Marley himself. Participating cities include: Portland, OR, August 4 Silver Spring, MD, June 21 Salt Lake City, UT, August 18 There are still more opportunities to win. Listeners of Sirius XM Satellite Radio's "The Joint" can go to [www.siriusxm.com](http://www.siriusxm.com) and enter for another chance to win one 5-day/4-night trip to Moon Palace Jamaica Grande, with airfare courtesy of the JTB, and a VIP visit to the Bob Marley Museum in Kingston, courtesy of Tuff Gong Worldwide. For the duration of the partnership, visitors to JTB's [www.visitjamaica.com](http://www.visitjamaica.com) website will see exclusive footage of Ziggy Marley, including one-on-one interviews and a live concert performance. Additionally, more than 1,200 copies of Ziggy Marley's new self-titled album will be given away through JTB social media promotions and on-site events. For more information on the Ziggy Marley tour and his new self-titled album, go to [ziggy.marley.com](http://ziggy.marley.com).