



## Press Release 29.11.2018

It's the right time that the European **Capital of Culture 2010 Essen** (Ruhr Region).

Representing

# *Essen's Original Jamaican Jerk Fest*

**2019** ©2018

In association with Gregory Isaacs Foundation

*From 28 till 30 June 2019*

*As yesterday 28.11.2018 the UN declares Reggae Music Intangible Cultural Heritage of Humanity*





## JERK Fests

are traditional festivals in Jamaica, and are annually celebrated in different parts of the island, adjacent islands and also in the United States. In Europe there has not been a Jerk Fest yet, making **Essen the first European city to embrace** the happening.

Jerk festivals are basically made up of three components:

- Food - Family - Entertainment

**The Family-friendly celebration, on Kennedy Place in the Heart of Essen Germany (free admission)**

- ⇒ 3 Days Live Programm
- ⇒ 3 Days original jamaican Food grilled & cooked
- ⇒ 3 Days original jamaican Cocktails with and without Alcohol
- ⇒ 3 Days Fashion Show
- ⇒ 3 Days Games, Fun and Excitement
- ⇒ 3 Days jamaican cooking class

The Idea was grown, by observing the Reggae / Entertainment Market and its Festivals over the years, and recognizing, that nearly all “Reggae Festivals” in Europe are not any more conform to Jamaican Art, Culture and Tradition. Accessibility for families is almost impossible due to various circumstances, not least due to the entry-level presentation.

Furthermore, the reggae scene has evolved over the years for well-known reasons, to the negative, which rather deter cities and counties. The more pleased we are, **Synergistic Resources LTD**, Germany Branch, Department **Service in Entertainment Kirsten Uhl (Director)**, could inspire **Essen Marketing (Visit Essen) Dieter Groppe (Director)** for the Idea of the Jerk Festival. Since July 2018 the Cooperation for the Project has been signed.

Furthermore, we can announce the **Gregory Isaacs Foundation**, represented by **June Isaacs (Jamaica)** and **Linda Isaacs (UK)** associate with us. We are honored to be working with the **Gregory Isaacs Foundation**.





It is also an honor for us to have **Kevin Isaacs**, the son of "Cool Ruler", perform at our festival to introduce the new CD "THE IKON" by **Gregory Isaacs** (Official Release May 2019 / Universal Records). **Kevin Isaacs** will perform with the orchestra "**GerJam**" (29.06.2019) and with the legendary **Roots Radics Band**. (30.06.2019)

In addition to the above festival base, we chose the stage program →3 days →3 topics

#### Day 1: 28.06.2019

**Grand opening with Speaker:** Lord Mayor of Essen Mr. Thomas Kufen, Gregory Isaacs Foundation Mrs. Linda Isaacs, Mrs. June Isaacs, and Sportsman/woman from Jamaica (will be announced soon)

→The Entertainment Stage will be graced by Reggae Musicians who are living in Europe (Artist Line Up will be announced soon)

#### Day 2: 29.06.2019

Kick-off by the orchestra "**GERJAM**" German classical musicians paired with Jamaican musicians under Direction of: **Desi Jones (Jamaica), Toney Owens (Jamaica) & Philip Lütz (Germany)**, who subsequently accompany internationally known artists.

With this project we are implementing **intercultural exchange** of musicians from **Jamaica and Germany**. Rehearsal have already started in each country. 1 week before the festival, Jamaican musicians are flown in, to do workshops incl. rehearsal with the German musicians and finally to rehearse the performing Artist together. The finale will be the performance on the big stage. In total, 20 musicians (10 Jamaican and 10 German) form the "**GERJAM**" Orchestra. (Artist Line Up will be announced soon)

#### Day 3 30.06.2019

Kick-off with legendary "Firehouse Crew" with their own productions, followed by a celebration of their **32-year stage anniversary** with friends Motto: **Firehouse Crew & Friends Directed by George Miller "Uncle Dusty"** (Artist Line Up will be announced soon)







**Founder and Realization of the Project**

**Synergistic Resources LTD.** Niederlassung Deutschland Directory Kirsten Uhl

Department: Service in Entertainment

Robert Owens (Mr.T)

Alfred Norman Reid (Dewey)

George Miller (Uncle Dusty)

Sharon Bentley-Payk

**In Cooperation with:**

**Essen Marketing GmbH (Visit Essen)**

Dieter Groppe (Director)

**In Association with:**

**Gregory Isaacs Foundation**

Linda Isaacs (UK)

June Isaacs (Jamaica)

