

JAMAICA

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**JAMAICA'S REGGAE SUNSPASH FESTIVAL HONORS
MUSICAL ICON DENNIS EMMANUEL BROWN**

*Virtual music festival to host heartfelt tribute honoring
Jamaica's Crown Prince of Reggae on Friday, November 27*

KINGSTON, JAMAICA – November 26, 2020 – Jamaica's ground-breaking Reggae Sunsplash festival returns this weekend for the first-ever virtual staging of the event featuring a special tribute honoring the late reggae icon, Dennis Emmanuel Brown.

The Dennis Brown tribute will air during the first night of the online festival, which begins streaming on the official [Reggae Sunsplash YouTube channel](#) on Friday, November 27 starting at 5:30 p.m. ET. The live 20-minute salute to Jamaica's renowned 'Crown Prince of Reggae' will include video clips of Brown's legendary appearances at previous Reggae Sunsplash events in addition to performances by fellow musicians, a heartfelt video featuring the Dennis Brown Family, and inspiring messages of remembrance from artists featured on the Reggae Sunsplash 2020 lineup.

"Brown was a true Jamaican icon and was one of the first musicians to join the original lineup at the inaugural Reggae Sunsplash festival in 1978," said Donovan White, Jamaica's Director of Tourism. "He helped shape the festival and it is only fitting that Reggae Sunsplash honor his legacy as the event returns this year following a 14-year hiatus."



Audiences from across the globe are invited to tune in to the high-energy Reggae Sunsplash 2020 virtual festival on Friday, November 27 and Saturday, November 28 to enjoy can't-miss performances from dozens of leading reggae and dancehall artists.

Visit goreggaesunsplash.com to learn more about Reggae Sunsplash 2020 and view the complete artist lineup. For more information on Jamaica, please visit www.visitjamaica.com.



About Jamaica Tourist Board

The Jamaica Tourist Board (JTB), founded in 1955, is Jamaica's national tourism agency based in the capital city of Kingston. JTB offices are also located in Montego Bay, Miami, Toronto and London. Representative offices are located in Berlin, Barcelona, Rome, Amsterdam, Mumbai, Tokyo and Paris.

This year, the JTB was declared the Caribbean's Leading Tourist Board by the World Travel Awards (WTA) for the thirteenth consecutive year and Jamaica was declared the Caribbean's Leading Destination for the fifteenth consecutive year. Jamaica also earned the WTA award for the World's Leading Cruise Destination and Leading Meetings & Conference Centre for the Montego Bay Convention Centre. Most recently, Jamaica was named as one of the "Best Places to Go in 2020" according to *CNN*, *Bloomberg* and *Forbes*. Jamaica was awarded three gold 2020 Travvy Awards including Best Culinary Destination, Caribbean/Bahamas; Best Tourism Board Overall and Best Tourism Board, Caribbean/Bahamas. In 2019, TripAdvisor® ranked Jamaica as the #1 Caribbean Destination and #14 Best Destination in the World. In 2018, the International Council of the Pacific Area Travel Writers Association (PATWA) named Jamaica the Destination of the Year and TravAlliance Media named JTB Best Tourism Board, and Jamaica as Best Culinary Destination, Best Wedding Destination and Best Honeymoon Destination. Jamaica is home to some of the world's best accommodations, attractions and service providers that continue to receive prominent global recognition.

For details on upcoming special events, attractions and accommodations in Jamaica go to the JTB's Website at www.visitjamaica.com or call the Jamaica Tourist Board at 1-800-JAMAICA (1-800-526-2422). Follow the JTB on [Facebook](#), [Twitter](#), [Instagram](#), [Pinterest](#) and [YouTube](#). View the JTB blog at www.islandbuzzjamaica.com.

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