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Jamaica’s size belies the power and reach of its culture. For the iconic and widely circulated Rolling Stones Magazine to publish an entire edition on the life of our Reggae King and Icon, Bob Marley - over thirty years after his death, hailing him as the “first major rock artist to come out of a third world country” – demonstrates this. We are indeed, truly humbled that our culture continues to transcend language, colour, class and borders. For us, the cultural and creative industries give us a solid global competitive advantage and we are committed to utilising it for the prosperity of our people.

Our cultural acumen and talent did not happen by chance. Our history has moulded us but over many years, thousands of children, youth and adults have benefited from the early 1950’s with the Jamaica Festival of the Arts right through to our National Festival of the Arts training programme, a true example of culture’s contribution to poverty alleviation and development. Today, the programmes offer unlimited access to creative development and exposure through our early childhood education programmes all the way up to high school. It is the vehicle through which many Jamaicans have been propelled to global recognition in music, dance, theatre, art, and culinary forms.

Undoubtedly, there is a natural mystic about our beautiful Jamaica, a special dynamic force that not only exists within the creative imagination of all Jamaican people but within the land itself. It is a force that is rooted in history - a history that connects so many peoples of the world. It is the force that is critical to any developmental plan.

- The Honourable Lisa Hanna, MP
Minister of Youth and Culture
Initiated in 1962, the Independence Celebrations were considered integral to national development as a way of giving Jamaicans a sense of who they are, and what their history and culture is all about.

Jamaica 50 broadened the concept of the Independence celebrations to a programme of activities which would also serve to catalyse positive national response towards developmental goals.

Customarily, the Independence Celebrations also recognise activities in our country’s history which must be taken into consideration. For the Year 2014 they are:

I. The 180th anniversary of the Abolition of Slavery
II. The 70th anniversary of the New Constitution to end the Crown Colony status of Jamaica which among other things introduced Universal Adult Suffrage
III. The 100th anniversary of the Universal Negro Improvement Association-African Communities League (UNIA), conceptualised by the Right Excellent Marcus Mosiah Garvey, Jamaica’s first National Hero.

While commemorating our historic movement into Independence and celebrating our national achievements, the content and context of Emancipation and Independence 2014 must call global attention to our focus on the development and promotion of the Cultural and Creative Industries.

The programme of activities for Jamaica Festival 2014 will take into consideration the following:

✓ Focus on Brand Jamaica as pivotal to our success in global markets
✓ An expansion of activities to incorporate most areas of the Cultural and Creative Industries including literature, film, television, culinary arts and fashion
✓ Increased visibility for art, craft and museum displays through a mobile exhibition at unconventional spaces.
✓ Increased focus on parish and community activities in order to widen the identification, development and showcasing of talent island-wide
✓ Sustained enterprise growth through skills and production training
✓ Facilitation of creative market environments in order to secure feasible national and international partnerships
✓ Reinforcing critical national messages

Jamaica Festival will enliven a sense of belonging to the nation and reinforce a sense of national responsibility.

While the Ministry of Youth & Culture will utilise personnel across all of its agencies, the scope of activities requires inter-ministerial support as well as input from cultural and creative specialists.
In previous years, Jamaica Festival referred to the week of celebration from July 31 to Independence Day, August 6.

This year, we are branding Jamaica Festival as a season of activities beginning in June and culminating on Independence Day.

Our redesigned programme reflects the national focus on the economic potential of the Cultural and Creative Industries.

In July, the Signature Conversations, to be staged each Sunday, will explore areas of special focus, including:

✓ Stuart Hall: Representation and Jamaican Identity
✓ The Jamaican Maroons: Towards Recognition of an Indigenous People
✓ Rasta Reggae Music: Bob Andy, Songwriter Extraordinaire
✓ Up Ye Mighty Race: Garveyism and the National Agenda

Independence Conversations
This is an opportunity for the business, academic and service club communities to contribute to the dialogue on national development. Within the context of Jamaica’s post-Independence agenda, the fora will be organised and led by our academic institutions and those organisations and Ministries with oversight in specific areas of industry.

National Independence Exhibitions
The exhibitions will commemorate those timelines in our history which have helped to contribute to our national advancement. It will highlight the ways in which we have overcome challenges in the past and inspire similar approaches to the present and future.

The exhibitions will also serve to improve the way our national leaders are perceived by expanding the narrative of
our leaders beyond the stories that are most common while highlighting what is most significant about their tenure.

The exhibitions will be mounted in unconventional spaces for mass access.

Live Music Tuesdays
Jamaica has established its live band dominance through impressive showings at the Global Battle of the Bands competition however, there still is a shortfall in the opportunities to showcase band talent locally. Live Music Tuesdays is an island wide effort aimed at creating a more consistent resurgence of live music in Jamaica. In every parish, live music will be set up in outdoor/street locations providing an opportunity for those musicians (including ‘duddy bands’) to display their skills to a larger audience.

The Big Stage
The Big Stage will showcase talent from the community advancing to the parish and then national level. This will provide unprecedented exposure for creative talent and present an opportunity for development.

Those who make it to the Big Stage will benefit from the JCDC’s artiste management programme.
National Independence Church Service
An interfaith commemoration of our Emancipation and Independence anniversaries. This will be held on Sunday, July 27, 2014.

Miss Jamaica Festival Queen
The Miss Jamaica Festival Queen Competition encourages the development of cultural awareness, talent and creativity in some of Jamaica’s most beautiful women. The JCDC seeks to create within the entrants an awareness of the contribution they can make to national development.

Jamaica Gospel Song Competition
The competition encourages the advancement of writers and vocalists through training with experts within the gospel music industry. Since inception, it has attracted on average 260 artistes, producers and song writers of original gospel music each year.

The finalists for 2014 are:
✓ Adrian Dell - *Blessed & Highly Favoured*,
✓ Jerome Welch - *Rise Up & Stand*,
✓ Aneisha Walker - *Unchanging Love*,
✓ Keneisha Smith - *Prayer Warrior*,
✓ Orville Sutherland - *Cool Shade*,
✓ Travis Gordon - *Roll Back the Dark Clouds*,
✓ Anischa Sinclair - *The Word of God*,
✓ Chavan Nelson - *Turn Around For Me*,
✓ Stacyann Brooks-Kristos - *Give Me Jesus*,
✓ Servants - *Free at Last*

Jamaica Festival Song Competition
The competition aims to identify a song which embodies the spirit of the Jamaican people. The public will have a major role to play in determining the winning song through polling and voting systems.

The finalists for 2014 are:
✓ Pehtrol - *Mi Likkle Paradise*,
✓ Bono G - *Island in the Sun*,
✓ Bastic - *Sweet Sweet Jamaica*,
✓ Sanj & CG Smart - *Jamaica Boom!*,
✓ Deep JAHI - *I Love JA*,
✓ Kahni - *My Jamaica*,
✓ Clearance - *Jamaica Nice*,
✓ Oliver Smoother - *Jamaica Irie*,
✓ Rasta Keekee - *Little But We Tallawah*,
✓ Rojjah - *We Produce*

Emancipation Jubilee
An explosive all-night festivity to celebrate the emancipation of Jamaica’s African ancestors with exciting traditional groups and food. Each year, Emancipation Jubilee transforms Seville Heritage Park into the 1838 plantation setting with bamboo torches illuminating the driveway.
Emancipation Vigils
Vigils will be held in churches island wide in partnership with the Committee for the Promotion of National Religious Services as well as in selected parish locations. There will be a major vigil in Sligoville, one of the first free villages in Jamaica.

Celebration of Drums
Town squares come alive as the rhythm of the drums honour the movement of our ancestors from slavery to Full Freedom.

Mello Go Roun’
A stellar showcase of the Performing Arts and one of the most highly anticipated programmes on the annual Jamaica Festival calendar.

Heart of Ska
International Festival
Across the globe Ska continues to maintain enormous popularity as evidenced by the large number of bands and festivals organised in celebration of the genre. The International festival seeks to reposition Jamaica as pivotal to the world of ska, from its roots to present. Local bands, complemented by established overseas groups, will put on a journey of ska on a multi stage set up.

National Family Day
An event to emphasise the importance of family values and of devoting quality time for family. This will be extended not just to the nuclear family, but for individuals to reach out to their kin across the island as well as overseas. For those families that have never had a family reunion it’s a great way to connect to their roots and to bolster the ties that bind.
Aunty Roachie Festival
(Film, Television & Literature)

A day to night event, the Festival will serve to showcase the storytelling talent of our Literary, Film and Television communities.

Among the features of the festival will be:
✓ a short film competition
✓ trailers for new television programmes
✓ a book fair
✓ poetry reading
✓ storytelling

Dutchie Culinary Festival

Chefs will be encouraged to create new and exciting dishes, using our traditional taste profile to create exciting contemporary culinary delights. Special emphasis will be placed on students at our various culinary institutions.

International Reggae Dance Championship

One of the fastest growing events on the Jamaica Festival calendar, it celebrates our popular dance forms while providing an opportunity for dancers to develop their talent.

This event is highly entertaining and attracts thousands of entries both locally and internationally.

In Retrospect: 40 years of the National Gallery of Jamaica

The exhibition will look at the significant events in the Gallery’s history including the development of its collections and major donations. Work from Jamaica’s most senior artists and up and coming contemporaries will be complemented by a major publication giving an overview of the gallery. Essays from leading scholars in the field of art and culture in Jamaica and the Caribbean will accompany the exhibition.
Independence Ball

The Ball will be a major fundraising event featuring an international keynote speaker, first class entertainment, and an unforgettable dining experience.

Children in state care will be main recipient of the proceeds.

Grand Gala

An awe-inspiring summation of the ideas and concepts presented over the period, the Gala will celebrate Jamaica’s global impact through our Cultural and Creative Industries.

This year’s showcasing will be highlighted by mass group formations, recognition of cultural stalwarts and a showcase of the best performing and entertainment artistes.
THINGS TO KNOW!

✓ Our fashion theme is National colours with a ‘Tups a white’. The white symbolises our commitment to peace and preserving the innocence of our children.

✓ Ranny Williams Entertainment Centre will host the major pre-Independence activity and for July 31 to August 6 will host the Jamaica Festival Village. The Village will feature a food court, booths for craft and fashion as well as a special area for children’s activities.

✓ Detailed information regarding the Call for Scripts in the Aunty Roachie Short Film Competition may be downloaded from www.cptcjamaica.com.

✓ Marcia Griffiths, Freddie McGregor and the Skatalites will be specially recognised for their 50 years in the Jamaica Music Industry.

✓ Ticket prices for all events are: Adults $900 pre-sold, $1,000 at the gate. Public sector workers will receive a special rate of $800. Tickets may be purchased online at www.jcdcjamaica.com.
### SCHEDULE

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<tr>
<th>DATE</th>
<th>EVENT</th>
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<tr>
<td>Sunday, 6 July</td>
<td>Signature Conversations</td>
<td>Institute of Jamaica Auditorium</td>
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<td>Sunday, 13 July</td>
<td>Signature Conversations</td>
<td>Institute of Jamaica Auditorium</td>
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<tr>
<td>Saturday, 19 July</td>
<td>Miss Jamaica Festival Queen Coronation</td>
<td>Ranny Williams Entertainment Centre</td>
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<tr>
<td>Sunday, 20 July</td>
<td>Signature Conversations</td>
<td>Institute of Jamaica Auditorium</td>
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<td>National Finals: The Big Stage</td>
<td>Ranny Williams Entertainment Centre</td>
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<tr>
<td>Tuesday, 22 July</td>
<td>Jamaica Creative Writing Awards &amp; Exhibition</td>
<td>The Knutsford Court Hotel</td>
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<td>Saturday, 26 July</td>
<td>Jamaica Festival Song</td>
<td>Ranny Williams Entertainment Centre</td>
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<td>Signature Conversations</td>
<td>Institute of Jamaica Auditorium</td>
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<tr>
<td>Sunday, 27 July</td>
<td>National Thanksgiving Church Service</td>
<td>To be announced</td>
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<td>Jamaica Gospel Song National Finals</td>
<td>Ranny Williams Entertainment Centre</td>
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<td>In Retrospect: 40 years of the National Gallery of Jamaica</td>
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<td>Thursday, 31 July</td>
<td>Emancipation Jubilee</td>
<td>Seville Heritage Park, St Ann</td>
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<td>Emancipation Vigil</td>
<td>Island wide</td>
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<td>Friday, 1 August</td>
<td>Celebration of Drums</td>
<td>Town squares island-wide</td>
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<td>Mello Go Roun’</td>
<td>Ranny Williams Entertainment Centre</td>
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<td>Saturday, 2 August</td>
<td>Family Day</td>
<td>Island wide</td>
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<td>Heart of Ska Festival</td>
<td>Ranny Williams Entertainment Centre</td>
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<td>Sunday, 3 August</td>
<td>Dutchie Culinary Festival</td>
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<td>Monday, 4 August</td>
<td>World Reggae Dance Championship (International Finals)</td>
<td>Ranny Williams Entertainment Centre</td>
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<td>Tuesday, 5 August</td>
<td>Aunty Roachie Festival</td>
<td>Ranny Williams Entertainment Centre</td>
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<td>Independence Ball</td>
<td>Jamaica Pegasus Hotel</td>
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<td>Wednesday, 6 August</td>
<td>Independence Day Parade</td>
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<td>Flag Raising Ceremonies</td>
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<td>Independence Grand Gala</td>
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<td>Western Jamaica Independence Street Parade</td>
<td>Sam Sharpe Square, St. James</td>
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<td>Western Jamaica Independence Gala</td>
<td>UDC Beach, St. James</td>
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<td>Independence Stage Shows &amp; Street Dances</td>
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