



CHRISTAFARI

Reggae Redemption Songs World Tour 2009
Featuring Avion Blackman and Solomon Jabby

Artist Biography

Christafari are trailblazers, continually pioneering the genre of Gospel reggae in the U.S. and throughout the world. They have performed in 46 states, 45 nations, two Olympic Games and even played before the President of the United States of America. This multicultural 10-member group is lead by vocalist and founder, pastor Mark Mohr. With their blend of traditional roots and contemporary dancehall reggae, they proclaim an uncompromising message of hope and salvation to this lost generation. After almost two decades, the band is going stronger than ever with a relentless 2009 touring schedule that will have them performing 100 shows in 25 nations. Christafari is represented by the Positive Music Agency and currently touring with Avion Blackman, Solomon Jabby and Jennifer Howland in promotion of their latest releases; "Reggae Redemption Songs II" "To the Foundation" and Avion's latest album "Sweet Life."

THE NAME

Pronounced *CHRIST-AH-FAR-EYE*, in Greek, the original language of the New Testament, Christafari is the name given to "a group of people who collectively represent Christ."

CHRISTAFARI HISTORY

Christafari was founded in 1989 by songwriter, producer, and lead vocalist, Mark Mohr. Raised in a Christian family, Mark strayed from his spiritual upbringing during his teens and turned to drugs, alcohol and even growing marijuana. After having an undeniable encounter with God at a youth camp just before turning 18, Mohr re-committed his life to God and took what he now calls his "Freedom Step out of addiction." At that point, his greatest desire was to help others step out of the same bondage that once entangled him. He felt God impressing on his heart to start the first gospel reggae band in America. It would be a counter-cult, drug aversion ministry that used the conscious sounds of reggae to bring the lost into the light. This fledgling band was birthed just two weeks later at a camp talent show.

"The best advice I was ever given was to go to Bible College so I could be theologically and doctrinally sound," says Mark. He studied at BIOLA University in Los Angeles, majoring in Christian Education. During his years at BIOLA, the group continued taking shape as Mark wrote songs for Christafari's first three albums, "Reggae Worship Vol. 1" (Frontline), "Soul Fire" and "Valley of Decision" (Gotee). "Valley of Decision" went on to become the best selling gospel reggae album in the history of the genre.

LION OF ZION

In 1999, after recording two albums with Gotee Records under the tutelage of Toby Mac, Mark branched out on his own, founding his own record company Lion of Zion Entertainment with the goal of "Reaching the World Through World Music." With their broad distribution channels, Lion of Zion has had a hand in introducing the rest of the world to artists like Sherwin Gardner, Monty G, Stitchie, Mr. Lynx, 'Imisi, Tiko & Gitta and three-time 2006 Marlin Award winner Avion Blackman (Who is also Mark's wife and the bassist for Christafari).

Over the years, Lion of Zion has released 25 gospel reggae and world music albums including Christafari's growing catalog of albums; "WordSound&Power", "DubSound&Power", "Palabra Sonido Y Poder", "Gravity", "Gravitational Dub", "Reggae Sunday School" (Kids) and their latest studio offering, "To the Foundation." With "To the Foundation" Mohr set out to take his ever-evolving band back to their roots and record an album "That was both timely and timeless." His efforts paid off as "To the Foundation" is already GospelReggae.com's all-time bestseller, doubling the numbers of "Gravity", the band's previous top-seller.

Through his band and various artist compilations, Mohr was arguably the first to record and distribute internationally gospel reggae, dancehall, soca, me-reggae, jungle, raggamuffin hip-hop, dub and various other styles. Mohr has always placed the popularity of gospel reggae before his own band. He is the founder and president of GospelReggae.com, a webstore that boasts the largest selection of gospel reggae and world music in the World.

AWARDS

In 2006, Mark Mohr received a lifetime achievement award for his significant contributions to Caribbean gospel music, Christafari received four Marlin Award Nominations, five Urban Gospel Industry Award nominations and were nominated for Best Reggae Album by the En Sound Music Awards. The group took home Album of the Year in 2005 (UGI) and received three awards for Album of the year, Best Artist/Group, and best Producer from the Urban Gospel Industry Awards in 2004. Their "Gravity" release was also nominated for two Marlin Awards in 2004. The band's dynamic performance in Sweden in 2003 landed them a Concert of the Year nomination

from the Connection Awards. Christafari was nominated for the 2002 Marlin award for International Artist of the Year. Their album, "WordSound&Power", was also nominated for four Marlin Awards in 2000. Christafari even received a Reggae Album of the Year nomination by the Tamika Awards in 1997 and a Dove Award nomination in 1996.

TELEVISION, FILM AND MEDIA

Christafari has been featured on CNN Headline News, MTV News, MTV Brazil, The Family Channel, TBN, BET, The 700 Club, TBS, Steel Roots and the Day 7 show with Greg Laurie. Their videos have been in heavy rotation on channels such as BET and their albums have held strong positions on the Billboard Magazine charts. Their music has landed three movie soundtracks including the Sundance Film Festival Selections, "Naturally Native" and "Meet me in Miami". Mohr and his wife Avion also regularly produce songs specifically for the ABC Network/Disney and have earned placement on shows such as "General Hospital" and "One Life to Live". They have also been featured in such publications as Billboard, CCM Magazine, Reggae Report, and The Beat. There is no doubt Mark Mohr and Christafari are recognized as one of the main forces in American reggae and Gospel music.

"Their music is beyond that of Bob Marley." - Makeda Dread, 91 X

PERFORMANCES

Now an ordained Pastor, Mark Mohr and Christafari have brought their own unique brand of gospel reggae to nearly every state in the U.S. and some thirty-five countries around the world (including a church plant in Trinidad and Tobago). The band's first major tour was in 1995 with Reggae Sunsplash, North America's premier reggae tour, traversing 46 cities and performing before more than a quarter of a million people. They have played at virtually every major festival and many of the country's most prestigious venues like the Greek Theater and Irvine Meadows. The group has shared the bill with such top names in the reggae industry as Aswad, Bunny Wailer, Lucky Dube, Big Mountain, Burning Spear, Pato Banton, Dennis Brown, Freddie McGregor, The Wailing Souls, Sister Carol, Capleton, Israel Vibration, Culture, Buju Banton and Wayne Wonder.

"They were a great bunch of guys to have on the road. I've nothing but praises for Christafari in terms of their professionalism and the kind of people they are. I would definitely consider them for another Sunsplash tour." Reggae Sunsplash Tour Producer Wayne Sinclair

The group recently returned from touring Brazil and Argentina. In Buenos Aires, Christafari played before 22,000 enthusiastic fans. The group spent New Years' Eve 2001 in London, England, sharing the stage with multi-platinum artist Kirk Franklin before an overflow audience of 15,000, bringing in the new year with praise to the most high--Christafari style.

When Christafari played at Reggae on the River, the "World's Greatest Reggae Festival," Mohr had the privilege of baptizing three new converts in the river. Mark Mohr and Christafari have also been featured on festivals such as the Bob Marley Festival Tour, and the Renegade Festival (2000).

In Washington D.C., on the steps of our nation's capitol, Christafari ministered to their largest audience to date - a crowd of over half a million. Additional performance highlights included the 1997 Presidential Inaugural Ball, touring with DC Talk, Indigenous Olympic Games, the St. Kitts Music Festival with Kool & The Gang and Maxi Priest, the Nashville Music Awards, festivals such as Creation East & West, Kingdom Bound, Cornerstone, and Spirit West Coast. They played in the main amphitheater of the Olympic Village during the 1996 Olympic Games and performed at the 2002 Winter Olympics in Salt Lake City, Utah.

"Christafari is one of the most entertaining live acts in Jah Kingdom." - The Beat Magazine, Tom Orr

Over the years, Mark Mohr and Christafari have been Gospel Reggae ambassadors to the world, touring some 45 nations on 4 continents including Argentina, Aruba, Barbados, Belize, Brazil, Canada, Costa Rica, Curacao, Denmark, Finland, Germany, Grand Cayman, Guyana, England, Estonia, Guatemala, Guyana, Honduras, Ireland, Jamaica, Kenya, Mexico, The Netherlands, Puerto Rico, St. Kitts & Nevis, Suriname, Sweden, Trinidad & Tobago, Uganda and the United Kingdom.

In 2007 they completed a summer tour that saw them perform in the United States, the UK, Sweden, Finland, Germany, Ireland, the Netherlands and Denmark. They played in virtually every major festival including Notting Hill Carnival, Foundation Fest, Creation Fest, Greenbelt, Frizon, Gavle City Fest, Wildfire, Flevo Festival, Gouda Fest, Glow Fest and the Tara Festival.

2008 started out strong. They embarked on a five-island Hawaii tour and their first major tour of Brazil, where they hit 8 major cities. Just a few weeks after this tour the band was invited back to Brazil where they headlined the first ever Gospel Festival in Brasilia, Brazil, and performed in front of 80,000 fans! To view clips of this concert check out the Christafari Reggae Redemption World Tour promo video on YouTube:

<http://www.youtube.com/watch?v=hfxhuXYNiEE>

Click on the link "WATCH IN HIGH QUALITY" (bottom right corner of the window).

Christafari then returned to Europe for their most daring tour yet. They performed 35 shows in 15 countries spanning an incredible 45 days. They reached new countries such as Iceland, Latvia, performed at the biggest arts festival, Slot Fest, in Poland, went to both Slovakia (where they

performed in front of a crowd of 8,000) and Hungry before heading to Spain.

The adventure did not stop there. After taking a break in September, the band embarked on a 21-day tour of Brazil. This is officially the longest ever tour by an international artist in Brazil. They performed 18 shows in 16 of the major cities in the country. They ended the year by performing at Camp Pendleton, USA for 300 marines who were going through bootcamp, what a perfect way to finish the year!

2009 promises to bring new adventures, challenges and countries. Christafari are currently planning to visit the USA, South America, Asia, Europe and Africa. Plans are afoot and you can be part of this story.

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