



## POSITIVE MUSIC AGENCY

### REGGAE REDEMPTION WORLD TOUR

**Christafari, Monty G, Mr. Lynx, Avion Blackman and Solomon Jabby**

#### THE ALBUM:

In 1980, Bob Marley passionately penned, "Emancipate yourselves from mental slavery" (Redemption Song). In 2002, Lion of Zion Entertainment responded with the groundbreaking *Reggae Redemption Songs*, a collection of contemporary roots reggae cuts relaying that only *Christ* can emancipate you from sinful slavery. In 2008 Lion of Zion introduces the second volume of their best selling compilation—*Reggae Redemption Songs 2*. This album is jam packed with new gospel reggae anthems sure to stir your soul and inspire your spirit.

#### THE TOUR:

In promotion of this incredible album, the Positive Music Agency is proud to present the *Reggae Redemption Songs Tour*. The first of its kind, this ambitious tour features five of the top ten selling artists in the genre; Monty G, Mr. Lynx, Avion Blackman, Solomon Jabby and Gospel Reggae pioneers Christafari. Spanning two years and several continents, this tour reflects the broad spectrum of performers who represent the roots & culture movement in the gospel reggae arena. Backed by the crack-shot musicians of the Christafari crew (including a full horn section), this tour features original songs spanning each of the artist's careers and a host of creative collaborations.

#### THE MINISTRY:

Each artist on the tour brings their own unique blend of impassioned vocals, uplifting lyrics and bass-throbbing roots reggae rhythms--while boldly proclaiming the gospel of Jesus Christ. Each night will end with a complete altar call given by Christafari's lead vocalist Mark Mohr. Mark is an ordained pastor and evangelist with almost two decades of ministry experience. Over the years thousands of individuals have given their lives to Christ on Christafari tours.

#### KEY SELLING POINTS:

- Headlined by Christafari (recognized as one of the Top 10 Reggae Artists in the World by Billboard Magazine). Christafari has sold approximately a half a million albums and visited over 36 countries!
- In promotion with Lion of Zion's bestselling Reggae Redemption Songs series.
- These are true redemption songs written by artists whose lives have been permanently changed by Jesus Christ.
- Song by song, each event will be a musical tract, leading listeners through God's plan of salvation, and into a newfound faith.
- Reggae is more popular than ever in the mainstream market and is the perfect tool for ministering to an overlooked demographic in your area.
- Promotion for this tour at major industry conferences and conventions (GMA, CBA and Expolit)--including a showcase at GMA.

- Publicity by Brian Mayes of the Nashville Publicity Group. Full page ad in the 2008 Gospel Reggae Guide.

- Radio servicing/promotion. Extensive grassroots internet campaign through GospelReggae.com, Myspace.com, Christafari.com, AvionBlackman.com, LionofZion.com, PositiveMusicAgency.com and Christafari's Massive e-mail list of over 20,000 gospel reggae fans.

**CONCLUSION:**

What started out as a simple roots reggae compilation has turned into a powerful tour with a unified theme of redemption and salvation. Each song performed on this tour addresses a certain aspect of the gospel of Jesus Christ. In a specific order, each song is like a step on the Romans Road—all telling a profound, life-changing story. Mixed with personal testimonies from the artists, the end goal is salvation for the listener. We hope that you will partner with us on this tour and host an event in your area. Together we can prayerfully bring about a bountiful harvest of souls for God's Kingdom! Please contact us immediately to secure your preferred date.

**CONTACT:**

POSITIVE MUSIC AGENCY

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