



UN Gout DES
CARIBES
A TASTE OF THE CARIBBEAN



For Immediate Release – March 11, 2020
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CANADIAN COMMISSION FOR UNESCO AND TASTE OF THE CARIBBEAN PARTNER TO CELEBRATE REGGAE MUSIC AND THE 75TH ANNIVERSARY OF BOB MARLEY'S BIRTHDAY

*FREE MULTIMEDIA BOB MARLEY & REGGAE HERITAGE EXHIBIT
JULY 9-12 AT THE OLD PORT OF MONTREAL*

Montreal (March 11, 2020) – A Taste of the Caribbean (TOTC), Montreal's premiere Caribbean festival, is proud to announce the patronage of the **CANADIAN COMMISSION FOR UNESCO (CCUNESCO)** for the **Reggae Edition** this **July 9-12 2020** at the **Old Port of Montreal**. With the support of CCUNESCO, TOTC will, for the first time, produce a free multi-media exhibit celebrating reggae music as well as the contributions of its most famous son, Bob Marley. This exhibit will be on view exclusively during TOTC.

The **One Love: Bob Marley & Reggae Heritage Exhibit** will explore the musical and cultural impact of reggae worldwide and across music genres. And since 2020 marks the 75th anniversary of Bob Marley's birthday, it is only appropriate to honor the life and contributions of the musical legend. Along with videos, photos, books and art there will be a daily presentation of **Reggae Talks** (or, **Inside Reggae**), lively conversations with some of Canada's music industry insiders and authorities on reggae and its influence on the Canadian music scene.

Reggae Talks / Inside Reggae Speakers:

Carrie Mullings: <tbc>

Duke Eatmon: <tbc>

Nancy Davis: <tbc>

Full schedule to be announced on: totc.ca

UNESCO & REGGAE MUSIC

In November 2018 reggae music of Jamaica was added to [UNESCO's Intangible Cultural Heritage List](#). This recognition underscores the genre as an important contribution to the world's cultural heritage. Although uniquely Jamaican, reggae has transcended national, racial, religious, political and musical boundaries to become one of the most impactful genres of modern music. Its global influence can be heard in rock, pop and hip hop and has been used as a vehicle to give voice to the marginalized and downtrodden. Its themes of peace, unity and equality have drawn people together. In particular, Bob Marley's music has done much to spread reggae's influence internationally.

“Music has the power to bring people together in mutual understanding and intercultural dialogue,” said Sébastien Goupil, Secretary-General, Canadian Commission for UNESCO. “I was thrilled when UNESCO recognized reggae music as part of our world’s heritage as it has done so much to advance social justice. We hope to leverage its power to also advance the spirit of the UN International Decade for People of African Descent.” Festival organizers are looking forward to this first time collaboration. Says Executive Producer Cezar Brumeanu, “We’re aiming to create an informative and inspiring showcase that will resonate with everyone who relates to the music and the culture.”

TOTC – REGGAE EDITION PROGRAMMING

One Love Bob Marley Tribute Concert which will launch the festival on Thursday, July 9. Montreal artists (to be announced) from a variety of genres will take the stage to pay homage to the musical giant. Fans will surely revel and sing along to classics such as, “One Love”, “No Woman, No Cry”, “Get Up, Stand Up” and many more!

The Reggae Edition will also include:

- *Concerts: artists and tickets to be announced soon.
- *Restaurants: eat your way through the Caribbean!
- *Pepito® Sangria Dancefloor: learn popular Caribbean dances!
- *The Rum Zone: discover a variety of Caribbean rums!
- *The Soccer Zone: play one of the Caribbean’s favorite sports!

More details to be announced soon.

About the Canadian Commission for UNESCO

The Canadian Commission for UNESCO (CCUNESCO) helps Canadians share knowledge locally and globally in order to create better societies and build peace in the minds of men and women. To do so, the Commission facilitates cooperation in the fields of education, science, culture, communication and information to address some of the most complex challenges facing the world today. With its initiatives and networks, CCUNESCO supports the United Nations 2030 Agenda for Sustainable Development and other UNESCO priorities.

TOTC @ A GLANCE

What: TOTC – Reggae Edition: a four-day festival featuring music, arts, food and culture from the Caribbean.
FEATURING: Free One Love: Bob Marley & Reggae Heritage Exhibit and the One Love Bob Marley Tribute Concert (July 9); four days of musical tributes to Bob Marley.

Where: [Old-Port of Montreal \(Clock Tower Quay\)](#)

When: July 9-12 2020 (12PM-11PM daily)

Who: Schedule of performances, participating vendors and activities at: www.totc.ca

How: Free entrance; concert tickets on sale this spring at www.totc.ca

Web: www.totc.ca

Social Media

- Facebook: www.facebook.com/TOTCMTL/
- Instagram: www.instagram.com/ilovetotc/ #totcmtl #ilovetotc
- YouTube: [TOTC – Taste of the Caribbean](#)

Download promotional video here: [TOTC Promo Video](#)

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Edition

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75TH ANNIVERSARY

9-12 July, 2020 | Old Port of Montréal
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