

THE THIRD WORLD BAND (TWB) WILL KICK OFF ITS YEAR LONG 35TH ANNIVERSARY CELEBRATION AT THE JAMAICA JAZZ AND BLUES 2010 FESTIVAL. THE '35TH ANNIVERSARY PROJECT' AND 'PATRIOTS' ALBUM LAUNCH IS AN EXCITING 2010 CAMPAIGN. THIS INTERNATIONAL PODIUM WILL PROVIDE AUDIENCES WITH A PREVIEW OF TWB'S GLOBALLY CELEBRATOR CAMPAIGN AND INITIATE THEIR WORLDWIDE PERFORMANCES.



Smashing hits, sold-out tours and inspirational messages, the **TWB** "The Reggae Ambassadors" will kick into high gear the celebration of their milestone Anniversary.

Third World - one of the longest running Reggae band - is an institution that produces and performs music that is cutting edge, positive, progressive and internationally relevant. Formed in 1973, the group has released a total of 22 albums as well as solo projects from Lead Singer Bunny Rugs and Guitarist Stephen 'Cat' Coore. This does not include their new unreleased album entitled "Patriots" which will be released in early 2010. They have received numerous awards, including most recent New York City Ambassador Award in November 2009 at Brooklyn Academy of Music ("BAM"), the 1986 "United Nations Peace Medal," 1992 and 1996 Jamaica Music Industry Awards for Best Show Band and 10 Grammy nominations. International hit singles include: the cover version of Gamble & Huff's, "Now That We've Found Love," "96 Degrees in the Shade," "Cool Meditation," "Dancing on the Floor," "Try Jah Love," written by Stevie Wonder "Sense of Purpose," "Forbidden Love," "Reggae Ambassador," "Committed," and "Reggae Party." Additionally, the group has worked and collaborated with top acts such as the Jackson Five, Bob Marley and The Wailers and Stevie Wonder.

As Third World continues their journey, the Group will announce plans for upcoming performances including an international tour. They will also comment on select locations chosen for these historical performances. **[Europe:** Austria, France, Italy, Holland, Germany; **South America:** Brazil, Argentina; **Africa:** South, East, West; **Asia:** Japan, Singapore; **USA/North American:** NYC, Florida, LA, Hawaii, Colorado / Canada Toronto, **Caribbean:** Anguilla, Nassau, Bahamas, Jamaica (December 2010 Charity Concert at National Stadium / Saluting Jamaica Patriots]

Celebrating 35 years as a group, Third World aims to display the images, talents and to show case special appearances from some of the artists the forth coming album. The complimentary album PATRIOTS has allowed the group to recognize and perform with fellow artists and musicians that have inspired them over the years.

For our partners and supporters, the 35TH ANNIVERSARY CELEBRATION Campaign is expected to provide constant exposure; through extensive public relations, promotions and marketing. Utilizing Print, Electronic and Virtual media, fans and the target audience will become aware of every aspect of TWB's 2010 Journey.

Action Plan:

- Supporting and increasing TWB's online audience:
(Internet blogs, Face book, YouTube, Twitter, updating and managing the website)
- Maximizing the media relationships to introduce or reintroduce the group:
(Introducing the album via TV, Radio, magazine interviews and performances)
- Concerts targeting major locations where the group has a large fan base
- Honoring local musical achievers and to support local music and arts charities.
- Press releases, Album launches, Meet and Greet and after parties.

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