



PRESS RELEASE

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THE GLEANER - Writer Mr. Anthony Turner

JIFI~NYC - "The Official People's Ball" 2024, Celebrating Jamaica 62nd Independence

Jamaica Independence People's Ball returns to dazzle New Yorkers

New York area residents are in for an exciting Independence treat with the staging of the People's Ball, hosted by the Jamaica Independence Foundation, Inc in Queens on Saturday, August 10.

The popular People's Ball, which is held in New York annually to celebrate Jamaica's Independence, is one of the most glamorous Jamaican events on the entertainment calendar.

Last year, music legend Tommy Cowan was honoured with a Living Legend Award for his dedication to the preservation of Jamaican music. Patron of the ball was former Consul General of Jamaica in New York, Dr Basil K. Bryan. Other honorees included Morgan Heritage, social media influencer Juliet 'Julie Mango' Bodley, and veteran reggae singer Stranger Cole.

This year, in the absence of the decades-old ball by the Jamaican Consulate, the People's Ball will take on an elevated level of prominence. It will be the main platform for celebrating Jamaica's journey to 62 years of independence.

The event is being produced by New York-based entertainment industry veteran Lexy Brooks, who brings years of high-level production experience to the table. In the past, she has lent her support and expertise to the Jamaican Consulate ball.

GREAT PRIDE

"As a people, we are very celebratory about our milestones, so it is with great pride that I am creating for our people a premium, first-class, professionally executed event that New Yorkers from all walks of life can enjoy", Brooks told **The Gleaner**.

"The People's Ball, in its third-year post-pandemic, is by the people, for the people; meaning, all are invited. This is about our country and the sterling accomplishments over the past 62 years. Our ball will rock!" she stated emphatically.

This year's ball will be held at **Terrace On The Park, in Queens, NY**. The theme is 'The Rise of the Black, Gold, and Green', while the hashtag is #62for62.

"Our guests will think it is 1962 when they arrive inside the ballroom, yet it will have a presence and the luminosity of 2024. We will have surprise dynamic speakers and honorees. We are also sorting through performers to bring the best entertainers to the event," Brooks added.

Part proceeds from the People's Ball will benefit organizations like Team Jamaica Bickle, Union of Jamaican Alumni Associations (UJAA) and Woman Inc's Crisis Centre. -
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JIFI~NYC TEAM MESSAGE

OUR - Board of Directors, and Committee Members cordially invites all family, community members and friends of Jamaica to come celebrate with us at:

- **Event: The Official People's Ball - Celebrating Jamaica's 62nd Independence**
- **Date: Saturday, August 10, 2024**
- **Where: "Terrace On The Park" | 52-11 111th Street, Queens, New York**
- **Time: 7:00pm – 12:00am**
- **Attire: Black-Tie** (Celebrate our national pride wear **Black, Gold or Green**)
- **Keynote Speakers, Host, Entertainers, Charities & Honorees to be announced.**

Purchase early bird tickets seats are limited at www.jifinyc.org. For sponsorship, advertising, media, and more information please email info@jifinyc.org or visit www.jifinyc.org.

Donations and Contributions to the Jamaica Independence Foundation, Inc are tax-deductible to the extent permitted by New York State and federal laws.

Contact us by email at info@jifinyc.org or visit www.jifinyc.org for more information on how you can help support the cause.