



Jamal, Ding Dong for inaugural Clarendon Jerk Fest

...joins Coolest Weekend Ever line-up

0 Comments · [Make a comment](#)

BY KEVIN JACKSON Observer writer entertainment@jamaicaobserver.com

January 24, 2026



Ding Dong and the Ravers Clavers delivered a high-octane performance at Yush in December. Karl Mclarty

As a youngster growing up on Rock River, Clarendon, Lance Roache always hoped for entertainment events that were geared towards the family.

The returning resident (he migrated to Canada in 2007) is hoping to fill that void with

the inaugural staging of the Clarendon Jerk Festival, scheduled for April 4 at the Woodleigh Sports Complex in the parish.



LATEST NEWS, NEWS

17-y-o charged for allegedly stealing over \$800,000 from woman's account

March 30, 2026

The entertainment package will be headlined by hot dancehall artiste Jamal, alongside Ding Dong and the Ravers Clan.

The Clarendon Jerk Festival day and night event is one of the events listed on the first staging of the Coolest Weekend Ever which is scheduled to run from April 3 to April 6. Some six events are scheduled to take place over the weekend, including Coffee Break, Rum Army Ambush, Teacup, Select Soul Sundays, and FBI Pon Di River Soca Fete.



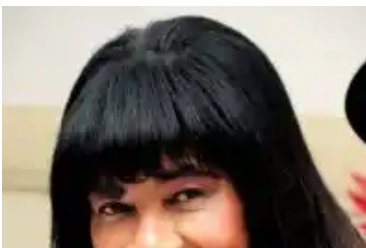
COLUMNS

Loving and serving the Lord in Lent

March 29, 2026

For Roache, a former student of Edwin Allen and Garvey Maceo high schools, the Clarendon Jerk Fest is his way of giving back to the parish of his origin.

"The Clarendon Jerk fest was created to celebrate and elevate Jamaica's rich jerk heritage while positioning Clarendon as a major cultural and culinary destination. The event is designed to showcase local talent, preserve authentic jerk traditions, and create a high-quality platform that brings together food, music, culture, and community in a meaningful way," Roache told the **Jamaica Observer** earlier this week.



LATEST NEWS, NEWS

PNP Patriots urges Gov't to rename Western Children's Hospital in honour of Portia Simpson Miller

March 30, 2026

He added: "We anticipate approximately 10-20 vendors, including jerk specialists, food and beverage providers, artisans, and small businesses. A strong emphasis is placed on local Clarendon vendors while also welcoming regional participants to enhance variety and quality. This event will not only provide employment, but it will also showcase the variety in culinary offerings."

Clarendon Jerk Fest is expected to generate significant economic activity through vendor sales, temporary employment, increased transportation usage, accommodations demand, and visitors spending across the parish.

Beyond event day revenue, it seeks to stimulate long-term business visibility, brand exposure for local entrepreneurs, and increased tourism interest in Clarendon.

Said Roache: "While Clarendon Jerk Fest may be a new branded experience, it is being executed by a team with experience in event planning, logistics, vendor management, and large-scale community engagements. The festival is structured using best practices learned from successful food and cultural events locally and internationally."

He also emphasised the variety of food options that will be available to patrons.

"Attendees can expect a wide variety of authentic Jamaican offerings, including jerk chicken, pork, fish, turkey, lamb, duck, goat, beef, oxtail, and seafood, along with traditional sides, festival foods, vegan and vegetarian options, desserts [with a jerk flair], and local beverages. The goal is to offer both classic flavours and creative interpretations of jerk cuisine," Roache shared.

According to the organisers, the event is designed for all comers.

"We are also targeting tourists seeking authentic Jamaican experiences, as well as corporate partners and sponsors aligned with culture, food, and community development. The Clarendon Jerk fest is designed to appeal to a broad cross section of the community, with intentional programming for different age groups throughout the day," he said.

The daytime segment, which begins at 11:00 am, is family-focused. Activities will include a dedicated children's zone featuring face painting, fun rides, bouncing castles, and interactive games, creating a safe and engaging environment for young attendees. Seniors are also a key focus of the daytime experience, with free health services such as diabetes and blood pressure checks available on-site.

In addition, patrons can enjoy a jerk cooking competition, interactive game zones, and other community-oriented activities, along with gate prizes and giveaways that add excitement throughout the day.

As the event transitions into the evening, Roache shared that the focus shifts to live entertainment, with performances from featured recording artistes and performers, delivering a vibrant nightlife atmosphere while still maintaining a family-friendly and secure environment.

Said Roache: "The event represents a substantial investment covering infrastructure, staging, sound and lighting, security, marketing, sanitation, logistics, and talent. Funding comes from a mix of private investment, vendor participation, sponsorships,

and strategic partnerships, all aimed at delivering a safe, professional, and high-impact festival experience.



ROACHE...the event is designed to showcase local talent, preserve authentic jerk traditions, and create a high-quality platform that brings together food, music, culture, and community in a meaningful way.

ENTERTAINMENT