



St. Lucian Roots Artist Taj Weekes & Adowa Shake Up French Reggae Scene

Taj Weekes and Adowa's rising popularity in France leads to two nominations for France's United Reggae Awards and a distribution deal with Mosaic Music in Toulouse

New York, NY - November 24, 2008 - St. Lucian roots reggae artist Taj Weekes and his band Adowa enjoy rising popularity in France as evidenced by nominations for "Best Rising Star" and "Best Roots Album" in the 2008 United Reggae Awards. Encouraged by public response and overseas sales originating in France, the group has concurrently signed a distribution deal through their label Jatta Records with Mosaic Music based in Toulouse, France.

United Reggae is France's premier online reggae magazine based in Ile-de-France and offers an international platform of information on the rich music and culture of reggae. The United Reggae Awards were created to recognize the artists striving to keep reggae music vibrant in 2008 and beyond. Reflective of the general public's appreciation and musical taste, the United Reggae Awards are the "people's awards" with fans deciding the outcome based on popular vote.

From "Best Roots Artist" to "Best Sound System," "Best Producer" to "Best Roots Album," the awards feature twenty-seven categories in all. Reggae recordings released between January 1, 2008 and December 31, 2008 are eligible for the 2008 awards and online voting closes January 31, 2009. Reggae fans can cast their votes at www.unitedreggae.com as well as nominate their favorite artists in additional categories by using the fill-in "Other" box under each entry that is applicable.

Following on the heels of their Grammy nomination consideration, Taj Weekes and Adowa are nominated for "**Best Rising Star (Male)**" and their sophomore release **DEIDEM** is nominated for "**Best Roots Album.**" *Reggae Bordeaux* writes, "This album is all roots and conscious awareness. The sound is clean and meticulous, the melodies hit home and above all, the lyrics are poignant and powerful... notably the remarkable *Orphans Cry* about the Darfur massacres. *Angry Language*, *Little Fire*, *We Stand*, *For Today* and *Louisiana* are all small gems of beautifully crafted lyrics and steady, efficient tunes."

"Un grand monsieur est donc dans la place... A suivre de très près." Or for those of you in the English speaking countries of the world, "There's a big man in the house... Don't let him out of your site."

United Reggae's review of **DEIDEM** similarly states, "As a reggae artist, Taj Weekes has the full package – a strange haunting voice, deep and interesting lyrics, the ability to write songs (not just sing over rhythms) and an uncompromising view of what the music should entail. If you like old school roots the way it used to be but don't like it to sound self consciously "retro" – this is your man. One of 2008's best releases from outside Jamaica so far."

Mosaic Music is based in the South of France in Toulouse, a multi-cultural city simmering with creativity. Founded in response to the public demand for discovery, innovation, authenticity and originality, Mosaic Music distributes through a national network across France as well as the Basque region of Navarre in Spain. Representing independent artists across many genres of music, Taj Weekes and Adowa join a comprehensive group of reggae acts, many of European and African origin, in the Reggae category.

DEIDEM was released through Weekes' independent label, **Jatta Records**, with U.S. distribution through the Independent Distributors Collective and Homegrown Music Network. Through a licensing deal with Spectra Records, **DEIDEM** was released to major distribution chains throughout the U.S., Canada and Asia. In conjunction with Afrikool/Culture Taxi Records, Jatta secured distribution for **DEIDEM** in the United Kingdom, Germany, Austria and Switzerland. **DEIDEM** is available online through iTunes, eMusic, Amazon and other online music distributors.

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