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St. Lucian Reggae Artist Taj Weekes and His Band Adowa Release Their Highly Anticipated Sophomore Album "DEIDEM"

New York, NY – May 1, 2008 - - Reggae recording artist Taj Weekes is set to shake up the musical landscape with his much anticipated sophomore album, **DEIDEM** (meaning "All of Us"), set for release through Weekes' independent label, Jatta Records this spring. Jatta Records will distribute the album nationally through the Independent Distributors Collective and Homegrown Music Network. Jatta has also secured a licensing deal with Spectra Records to release the album to major distribution chains throughout the U.S. and Canada. Overseas, Jatta will release **DEIDEM** in the United Kingdom, Germany, Austria and Switzerland in conjunction with Afrikool/Culture Taxi Records. On the home front, **DEIDEM** will be released in St. Lucia late summer. In addition to international distribution, **DEIDEM** is available online through iTunes, eMusic, Amazon and other online music distributors.

Following their critically acclaimed debut release, **Hope & Doubt**, Taj Weekes and his band, Adowa, introduce audiences to **DEIDEM** - a classic roots reggae album filled with melodies that are deliberate and focused. In the words of veteran reggae music journalist Dermot Hussey of XM Satellite Radio, **DEIDEM** "raises the level of songwriting within the idiom of reggae music". With potent and penetrating lyrics, Weekes clearly illustrates his sense of responsibility in confronting the relevant issues of our time such as global warming, the effects of Hurricane Katrina, the crisis in Darfur and the current war.

Though the topics are insightful and serious, the grooves, melodies and rhythms are the familiar backbeats that reggae fans know and love. Tracks like "Orphans Cry," with its lilting and classic reggae feel, depicts the suffering of lost children, making it vivid and real, no longer an abstraction on the television set. The timely track "Dark Clouds" warns of the cost of the degradation of the environment. "Propaganda War" seeks to find the truth among the lies that we are fed by the media and the final track, "Louisiana," is a beautiful but haunting acoustic lament of piano and voice that paints an aural picture of the tragedy of Hurricane Katrina and its equally tragic aftermath of negligence and indifference.

Weekes' commitment to humanitarian issues is further demonstrated by his work as Goodwill Ambassador to the Caribbean and as founder of his charity, They Often Cry Outreach (TOCO), which is dedicated to improving the lives of underprivileged, at-risk and orphaned children around the world. All of the proceeds from the song "Orphans Cry" will be donated to TOCO to bring awareness to the issues that affect the Caribbean such as HIV/AIDS, global warming and poverty. For more information on TOCO, please visit www.theyoftencryoutreach.org.

Taj Weekes & Adowa will support the release of **DEIDEM** with the launch of a national tour in June, which includes major festivals such as the Sierra Nevada World Music Festival in California, Taos Solarfest in New Mexico, South Bend Reggae Festival in Indiana, and Musikfest in Pennsylvania. The band will also perform at major club venues such as the Wild Hare in Chicago, Ashkenaz in Berkeley and venues in Los Angeles, Seattle, Boise, St. Louis, Kansas City and New York to name a few.

For more information on Taj Weekes & Adowa and **DEIDEM**, including tour dates and purchasing information, please visit www.tajweekes.com.

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