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Uppsala Reggaefestival logo 2010



Some of this years artist line up:

Left to Right: Anthony B, Alborosie, Gentleman, Busy Signal, Million Stylez, Bunny Wailer



Uppsala Reggaefestival 2010 - Poster



Adiam Kubrom and Yared Tekeste
- founders of Uppsala Reggaefestival



The Tekeste/Kubrom family:
Daughter Malayka, Yared Tekeste and Adiam Kubrom



Yared Tekeste



Adiam Kubrom



Press release 30th of June 2010

Scandinavian Reggae Festival – a family affair

The Uppsala Reggae Festival is still a relatively recent established festival, but in just 10 years it has succeeded in making reggae music and reggae culture accessible to and loved by many Scandinavians.

“We are celebrating our 10th anniversary on 5-7 August with a best-of-festival as well as new artistes under the festival theme of Life is Great,” says the Tekeste/Kubrom family, who are the driving force behind the festival.

The Scandinavian love of reggae has matured greatly since the end of the 1970s when Bob Marley charmed the Scandinavian public with his music. The most significant development has happened during the last 10 years in conjunction with the Tekeste/Kubrom family establishing the Uppsala Reggae Festival, which is now the largest reggae festival in Scandinavia:

“We love reggae music and devote all our energy and knowledge to making it more accessible to more people. That we have succeeded is due to our personal commitment and the way we work together as a family. People in northern Europe have a need to come together in new ways, so we work with the goal of highlighting what is positive about reggae and create festivals that focus on love, respect and a sense of belonging,” says Yared Tekeste who founded the Uppsala Reggae Festival together with his wife Adiam Kubrom in 2001.

As well as excellent reggae music the Uppsala Reggae Festival also offers other avenues of expression such as lyrics, food, fashion, art, design, dance etc. The theme of this year’s festival is “Life is Great” and this theme is inherent in everything from the choice of bands to the public activities such as the Wall Of Greatness, Reggae Soccer, Reggae Cinema, Reggae Kids Island, Life is Great Art, Life is Great Blog (www.lifeisgreat09.blogspot.com) etc.

A wide spectrum of artistes will be performing at the festival, with all of the different aspects of the genre represented. Old school rubs shoulders with new school. The legendary Abyssinians and Bunny Wailer represent ‘the foundation’, artistes essential for the development of the reggae enjoyed today. Alborosie represents the modern and conscious reggae that has developed in Europe. Busy Signal represents Dancehall and One drop, forms of reggae that attract a younger audience.

Artistes confirmed for the Uppsala Reggae Festival 2010 on 5-7 August in Uppsala are:

International artistes: Bunny Wailer (JAM), Abyssinians (JAM), Mavado (JAM), Busy Signal (JAM), Anthony B (JAM), Jah Cure (JAM), Gentleman & The Evolution (GER), Midnite (VI), Alborosie & The Shengen Clan (ITA), Peetah & Gramps Morgan (JAM), Misty In Roots (UK), Voicemail feat Alaine (JAM), Jahcoustix (GER) Stone Love (JAM), Roots Harmonics (DK), I Mosa (CL).

Scandinavian artistes: Million Stylez, Natural Way, Serengeti, Meditative Sounds feat. Kenny Knots (UK), Kalle Bah, Kapten Röd, Robert Athill, Slag Från Hjärtat, Roots By Nature, Labyrint, Dani M, Amsie Brown, Bring Down The Beat.

Press information:

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