

A HISTORIC REGGAE MONTH CELEBRATION IN GHANA, MARKING A MILESTONE FOR REGGAE AND JAMAICAN CULTURE IN WEST AFRICA.

# ONE LOVE XPERIENCE

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“One Love Xperience” - One Love Wknd; Spreading Jamaica’s culture and Reggae in West Africa.

ROC Factory, the renowned Grassroots Renaissance Hub, is thrilled with the official endorsement to host Reggae Month in Ghana for the first time, marking a historic celebration of Reggae and Jamaica’s culture in West Africa.

The “One Love Xperience” was curated by ROC Factory in partnership with major sponsors IBET SV GH and Game Park, who came on board to support this groundbreaking Black Star Renaissance Culture Exchange Initiative. The event, aptly themed “One Love Xperience” was curated to redefine the Reggae and Jamaican culture landscape, dedicated to spreading Jamaica’s rich culture and the soul-stirring rhythms of Reggae throughout West Africa. Under the umbrella of ROC Factory, the “One Love Xperience” brought together Reggae aficionados, culture connoisseurs, thought leaders, and music enthusiasts.

The spirit of unity, music, and cultural celebration reverberated through the heart of Accra following the **Bob Marley One Love VIP Biopic Screening. Celebrating the Global Reggae and Jamaican Culture with the Theme “One Love Xperience”- Feature Segments: Reggae Symposium, “One Love Jam Session and Kinky Reggae Live” Tribute to Bob Marley.**

Building upon this momentous occasion following the **BOB MARLEY ONE LOVE VIP BIOPIC SCREENING on February 13, 2024**, Our collaboration with **Paramount Pictures, United International Pictures and Silverbird Cinemas; The One Love Xperience** took attendees on a multifaceted journey through a dynamic fusion of music, art, and dance, and Jamaican cuisine. Featuring live performances, insightful discussions led by renowned musicians; Knii Lante, Jah Wi, Jah Amber, Bombo Marley, Gold Teeth scholars; Dr Aziz Baako ( Ancestor), Ahuma Ocansey (Daddy Bosco) Aswad Nkrabea, Lawyer Ghanamanti Wayo, and Cultural Ambassadors; Rocky Dawuni, Black Santino, Olaf Blackwood, Red Fox, West Rock, Ephraim Martin (President of International World And Reggae Music Awards) Jamaica Music Museum, IRAWMA nominated Uptek Dance Academy and Rhythms of Africa.

As the echoes of Reggae melodies and memories of unity linger, we extend our heartfelt thanks to all who supported and contributed to the unforgettable journey of the One Love Xperience during Reggae Month Ghana. Participants embarked on a voyage of discovery, celebrating the rich tapestry of Reggae and Jamaican vibes while championing the values of unity and solidarity.

“One Love Xperience” is not just a calendar event for us; it’s a celebration of the rich Jamaican heritage, and universal appeal of Reggae music. Through the One Love Xperience, we honored this legacy and shared its magic with audiences far and wide” mentioned VP of ROC Factory Edward Eduful. We are grateful for the generous support of **IBET SV GH and Game Park**, our presented sponsors, whose commitment to cultural initiatives and community engagement has made Reggae Month in Ghana possible. Their involvement reflects a shared vision of fostering unity and celebrating the vibrancy of Reggae and Jamaican culture.

“We are thrilled to embark on this extraordinary journey of cultural exploration and celebration,” said **Donna Ray Roc, Founder of Black Star Renaissance Culture Exchange Initiative. “The One Love Xperience”** is not just an event; it’s a movement—a testament to the enduring legacy of Bob Marley and the universal language of Reggae. With the support of our partners and sponsors, we aim to foster greater cultural exchange and dialogue, uniting communities across West Africa, Jamaica and the global diaspora in the spirit of One Love.”

ROC Factory is a dynamic Grassroots Renaissance Redefining, Strategic Marketing, Event Production and Consulting Hub committed to promoting cultural exchange, artistic expression, and community development. Through innovative initiatives, Roc Factory seeks to redefine the cultural landscape and foster a sense of unity and pride within the community. Roc Factory aims to bridge gaps and foster unity in the global diaspora community.

As we look back on the past event with gratitude and appreciation, we carry forward the spirit of one love, unity, and cultural pride. Together, let us continue to celebrate the power of music to unite hearts, transcend boundaries, and inspire positive change in our communities and beyond. Stay tuned for updates and announcements on future events and initiatives. Until then, let the spirit of one love guide us on our journey of cultural celebration and unity. Tune in on Pan African TV for highlights and recaps of the One Love Xperience March 1st, 2023

For press inquiries, sponsorship opportunities, or to learn more about the **One Love Wknd-One Love Xperience**, please contact Donna Ray +233 50 633 1450 -USA +1 646 267 0193 [Donnaray@rocfactory.com](mailto:Donnaray@rocfactory.com), Public Relations and Media [digitalconsult@consultant.com](mailto:digitalconsult@consultant.com).

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