

**Miami, Florida**

**April 10, 2025**

**Press Release**

**For Immediate Release**

**Rise to the Occasion- Celebrating 30 Years of Sizzla Kalonji**

***Global Celebration Kicking Off in Miami and Culminating in Kingston, Jamaica***

Hailed as one of Jamaica's most prolific entertainers, Sizzla Kalonji - born Miguel Collins, will this year celebrate thirty years in the musical landscape. The internationally acclaimed musician, who is credited by Rolling Stone Magazine as having created a "Masterpiece" in his second studio album "Black Woman Child", released in 1997, is undoubtedly one of Jamaica's most influential Reggae Artists in the modern era.

Celebrating an *ever-blazing* career spanning thirty years, a Grammy nomination among numerous awards and accolades, over eighty (80) studio albums, his first released in 1995 titled "Burning Up", we celebrate his groundbreaking contributions to Reggae, Dancehall, and the Rastafarian faith. A stalwart of reggae music whose influence has resonated across Jamaica, the diaspora, and the globe, Sizzla's journey is a testament to the power of music as a force for change.

At a time when the moral fabric of society faced challenges, Sizzla emerged as a vocal advocate for the Rastafari faith and a critic of societal ills. His music became a beacon of resistance, promoting unity, spirituality, and love of the black culture. His role as a diplomatic spokesman for ghetto youth and his commitment to spreading positive messages globally have cemented his status as a cultural icon.

To honor this incredible milestone, a series of **30 initiatives** will be held globally. The celebrations will officially begin in **April 2025, in Miami, Florida** with *Kalonji Konversations*—a thoughtfully curated, intimate conversation with Sizzla Kalonji himself, reflecting on his remarkable journey. This special event in Miami, is a deliberate gesture of respect and recognition for the global Jamaican community, acknowledging their vital role in the preservation and growth of our culture. **On April 17**, his annual earth strong festivities move to

his hometown of **August Town, Kingston**, featuring performances and community engagements.

Set for October 2025, this monumental celebration will culminate with a massive one-day event in Kingston, where the heart of reggae music beats, titled ***“Rise to the Occasion - Celebrating Thirty Years of Sizzla”*** and is projected to bring together thousands of fans, industry stakeholders, and cultural enthusiasts to honor Sizzla Kalonji’s legacy – ***the man, the myth, the music, the legend***. It promises to be an unforgettable experience as patrons are expected to be immersed in an authentically curated cultural experience.

In explaining the reason behind the event, Tamiann Johnson, one of the three women of Cur8ting Global — the minds behind the celebration — shared, *“Close friends, family, and fans alike agree that 30 years in music is more than enough reason to honor this living legend while he’s here to receive it. His influence on Jamaican culture and the world is undeniable. As the scripture says, no prophet is honored in his own country — well, we WILL celebrate ‘Dadda’ now.”*

Patrons are invited to experience the vibrant music, food, and culture that define brand Jamaica, while being part of a historic day for reggae. This is not just a tribute to Sizzla, but to the rich heritage and global impact of truly Jamaican culture,” said Monique Blake, one of the women of Cur8ting Global. “The intention and authenticity we’re pouring into this celebration — we want patrons to feel that. It will be a *‘Solid as a Rock’* kind of event.”

Fans, local and international sponsors, partners and promoters worldwide are invited to join in authentically celebrating Sizzla's extraordinary legacy. For more information on event dates, sponsorship opportunities, and ways to get involved, please email [theoccasion30@gmail.com](mailto:theoccasion30@gmail.com) and stay tuned to his Instagram page [@therealsizzlakalonji](https://www.instagram.com/therealsizzlakalonji).

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