

Jamarado

The Reggae and Dancehall App



The Lion Roars Bringing the world of Reggae music together in one easy-to-use app. Now available on Apple App Store and Google Play.

Aimed at everyone from ardent reggae and dancehall fans to the fledgling listener, Jamarado offers its subscribers both a musical journey and a voyage of discovery into Jamarado life.

Jamarado is not only an extensive, curated collection of the multi-faceted music from the 60s to now, it's also an intuitive one-stop-hub offering access to the broader reggae culture and its connections. From events to the best in food, health, fashion, travel and home, Jamarado is a music and lifestyle app for both a new generation of reggae listeners, diehard devotees and music lovers the world over.

Simple-to-use, easy-to-choose the Jamarado App is designed to allow listeners to select the music by zones according to mood, taste or genre. The 12 main Jamarado Zones range from *Big Chunes* and *Feelin' Irie*, to *Love Mi Always*, *Back-a-Time*, *Rebel Rockers*, *One World*, *Dancehall*, *Now Beatz*, *Party Karnival*, *Special Selectahs* and *So Hot Right Now* featuring the latest hits.

Listeners enter a unique world of continuous flow music with curated tracks from a growing catalogue of over 5000 hand-picked tunes. No ads. No fuss. No talking – pure music, old school radio-style with the streaming technology of today.

From big names to rising artists, much loved classics to niche gems. Jamarado encourages the element of discovery introducing subscribers to artists and tracks they don't yet know, whilst playing the old favourites and the biggest hits.

According to Jamarado founder, the well-respected entrepreneur and reggae DJ Karen Proctor, "Jamarado brings together the brilliance and diversity of all things reggae both the music and the culture. By uniting the music, we hope to celebrate and empower the music and the movement."

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The word 'Jamarado' is a hybrid from *Jamaica*, (origin) *Comarade*, (friendship) and *Dorado*, (gold), bringing together the essence of this music and lifestyle app. Symbolised by the mighty Lion.

About Karen Proctor, Founder.

Over 20 years ago, Londoner Karen Proctor discovered Reggae. Initially drawn in by the magic of Bob Marley and The Wailers, Gregory Isaacs, Dennis Brown, The Gladiators, Phyllis Dylan and more, Karen entered a new world that changed the way she felt and lived. This was just the beginning.....

Karen began DJing - it was the era of raves and house music where vinyl ruled and the clubs boomed. Karen succeeded in bringing reggae to chill rooms, bars and private parties across

London. Moving to Notting Hill, she connected with the people who lived the music and the communities that embraced it. Following this, Karen won a **PhD scholarship at UCL** to research the impact of Jamaican culture on British identity.

Fashion then called. Karen was one of the founding members of **Liberty of London** personal styling department, going on to run her own bespoke dress label **Albertine Burdett** (known for its tropical, floral and African Vlisco prints), and styling business **The Intrepid Stylist**.

After years of soul searching and a longing to work with the music, she finally put all her passion, dedication and the skills she had learnt from a diverse career into launching **Jamarado – The Original Reggae and Dancehall App**. Her mission is simply to bring the incredible music and life together in one hub for everyone to enjoy.

To find out more about Jamarado please check out www.jamarado.com and our full **PRESS KIT** <https://jamarado.com/presspack>

PRICE £2.99/ Month (Full Music Access) or £24.99/ year

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