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A REGGAE SUPERSTAR RETURNS TO REICHHOLD CENTER

Beres Hammond, the “King of Lover’s Rock,” returns to the Reichhold Center for the Arts on Saturday, March 15, 2008 at 8 p.m.

Hammond is known for his sultry voice and hypnotic lyrics. Hammond’s hits include: “*Groovy Little Thing*,” “*What One Dance Can Do*,” “*Tempted To Touch*,” “*Putting Up Resistance*,” “*No Disturb Sign*,” “*They Gonna Talk*,” “*Rock Away*,” “*Music is Life*” and so much more.

Hammond has been a busy man since his 2001 appearance at Reichhold Center. In 2002, he released the 2-disc set “*Can’t Stop A Man: The Ultimate Collection*.” The collection reveals that Hammond has had a hit song every year from 1990 to 2002, with the exception of 1991.

Also in the years since visiting St. Thomas, Hammond released the critically-acclaimed follow up to 2001’s “*Music is Life*.” 2004’s “*Love Has No Boundaries*” includes the title song as well as “*Let the Good Time Roll*” with Natural Black and “*Pride & Joy*” with Buju Banton.

The Jamaican crooner is currently in the studio putting the final touches on a new CD. The first single, “*A Moment in Time*” was recorded to coincide with a massive end-of-year concert before six thousand people last December in his native Jamaica

The concert capped a busy 2007 for the reggae superstar, who started the year alongside reggae songstress Marcia Griffiths with the 27-city, eight-week “For the Love of It” United States tour. By April, Hammond was back in Jamaica, performing at the opening ceremony for the Cricket World Cup. And in August, he, along with members of the group Zap Pow, was honored at the Prime Minister’s Gala during Jamaica’s Independence Day celebrations. Hammond served as lead singer of Zap Pow during the group’s hey-days in the late 1970’s.

Hammond also did a lot of island-hopping in 2007, performing in St. Kitts’ Carnival, Barbados’ Reggae Festival, Tobago’s Plymouth Jazz Festival, Jamaica’s Red Stripe Reggae Sumfest, and Dominica’s World Creole Music Festival.

Hammond started 2008 on the same high that he ended 2007. He was among the headlining acts at January’s Air Jamaica Jazz & Blues Festival. In early February, Hammond was pronounced the Reggae Role Model of The Year at the Excellence in Music and Entertainment Awards in Jamaica. The honor is a testament to the musician’s success, and his ability to mentor up-and-coming performers, including Nikki Turner and Ginja. One of Hammond’s most notable mentees is Jah Cure, the prolific reggae artist whose record “True Reflections...A New Beginning” burned up the reggae charts in recent years.

Over his more than 35 years in the musical industry, Hammond has also collaborated with Anthony B, Capleton and Tony Rebel. Hammond worked with Maxi Priest on “*How Can We Ease the Pain*” and with Wyclef Jean on “*Dance 4 Me*.” His numerous selections with Buju Banton include “*Who Say (that big man don’t cry)*,” “*Can You Play Some More (Pull it Up)*,” and “*Ain’t it Good to Know*.”

The reggae superstar has almost 20 CDs to his credit. His songs have also appeared on numerous compilations, including several volumes of “*Reggae Gold*” and “*Strictly the Best*.”

Beres Hammond’s performance at Reichhold Center is sponsored by First Bank, First Insurance, Marriott Frenchman’s Reef Resort, Tropical Shipping, the Virgin Islands Council on the Arts and Innovative Cable TV.

Tickets are \$25, \$36 and \$45. Tickets are available at Modern Music, UVI Bookstore, V.I. Bridal & Tuxedo, Urban Threadz, Essentric Shoe Boutique, Island Video (Nisky), Home Again (Red Hook) and the Reichhold Center Box Office at 693-1559.

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