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'Tun Up Reggae Show' Brings Legendary GinJah and Local Stars to Area Code Sports Bar

Jamaican reggae sensation GinJah brings his message of positivity and resilience back to St. Croix, joined by top local artists in an unforgettable lineup

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Reggae fans on St. Croix are in for an exciting night as the "Tun Up Reggae Show," presented by Vibe 340 Promotions, brings a solid lineup of artists to the Area Code Sports Bar on Saturday, November 16. Doors open at 8:00 p.m., promising an evening of powerful reggae beats and soulful performances.

Headlining the event is GinJah, known as "The Reggae Soul Man." Born Valentine Nakrumah Fraser, the celebrated Jamaican reggae singer is admired for his soulful melodies and lyrics that focus on social consciousness and positive messages. Reflecting on his connection to music and

the island, GinJah said, “I am always mindful of my works, my words, and how I treat people. I love to perform, that’s my thing. I came to St. Croix about two decades ago to open up for Beres Hammond, but this time I’m coming as GinJah.”

GinJah’s journey into music began in Central Village, St. Catherine, Jamaica, where he used music as an escape from the challenges of crime and violence. With hits like “[Never Lost My Way](#),” “Music Alone,” and “One Chance,” GinJah continues to resonate with audiences worldwide, staying true to values of positivity and inspiration.

In addition to GinJah, the lineup includes popular local and regional acts such as Mada Nile, Lava, Da General, and Ninjah P Sounds. Together, they promise to deliver a night full of energy, celebrating reggae’s rich culture in the USVI, and the genre's and powerful messages.

Melissa Gustave, the founder of Vibe340 Promotions, expressed her excitement about hosting the event, aiming to boost St. Croix's nightlife scene. “With events like the Tun Up Reggae Show and the monthly Mid Island Splash, which showcases local talent, we’re looking to create a vibrant nightlife atmosphere for the community,” she shared.

Tickets for the Tun Up Reggae Show are available online at [Eventbrite](#).

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