

The Virgin Islands Consortium

Cruz Rock, VI Recording Artist With Rising Global Recognition, Debuts New Video

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ST. CROIX -- St. Croix-born artist Cruz Rock, who has been on the rise for years now and continues to gain global recognition, has debuted on The Consortium his latest video for a new song that has been generating strong buzz in multiple world markets.

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Cruz Rock is no stranger to international success, his career can be dated back to 2003 when he was discovered while performing at a Night Club in Columbus, Ohio called the Red Zone. The young artist became a hot topic amongst college students while attending the Columbus College Of Art and Design. After touring numerous states with several

groups of entertainers, Cruz Rock was known as one of the top Caribbean MC's up North. He began recording in Jamaica with well-known producers in 2005, creating a new fan base.

After parting ways with his first management team, Cruz Rock graduated with a bachelors of fine arts in industrial design. He then moved to Florida to pursue his music career, then to New York where he became a part of MTV's Tempo TV. While at Tempo TV, Cruz Rock picked up on the art of film making, which became a trade he is now well known for. He has shared the stage with some of the greatest industry artists, to include Beenie Man, Elephant Man, Beres Hammond, Glen Washington, Zion Y Lennox, Sizzla, Barrington Levy and many more. Cruz Rock is also a go-to designer for many entertainers like Shaggy, Notch, and Junior Reid, just to name a few. He has also designed and directed for Mia Toro, Hontus -- an Italian brand which he helped from the ground up. His work can be seen any where from Kmart, Walmart to Broadway, and has also been featured in the New York Times as a bestseller in Travel goods.

Cruz Rock was named the number 1 breakout artist by L3 Magazine and charted in Canada with a Top 10 hit called "People Ah Cry". He made it to the top 100 Singles in the Digicel Charts with "Temperature Rise ft Jahdesta". Cruz Rock also placed at number 8 in Italy with "In The Spirit ft Midnite". He recently won best Reggae Album with "Soul Rebel" and Best Music Video with "If Everyday Was Summer" in the Indie Music Awards attending a Red Carpet Ceremony in Los Angeles, California. His latest West Coast tour took him to higher heights as he performed in Hollywood at Club Couture -- selling off the venue and having a magnificent performance. Cruz Rock was also named one of the hottest new artists by Reggaeville, and was featured in several published magazines in 2017.

"Ready For Your Love" ft Nadia, who is a young talent from St. Croix, is the lead single from Cruz Rock's upcoming album, which is his 3rd full LP. The work is anticipated to be a major success and includes more Hip Hop mainstream appeal. It will also include Colombia Records' Reggaeton Artist "Guelo Star", and other hot features soon to be mentioned.

Cruz Rock is optimistic about his upcoming ventures and is considering signing to the major labels in the near future as many offers are on the table. He does enjoy his independence and has been one of the most successful indie musicians of our time.

You can find Cruz Rock "Iyatola" on all major platforms including Pandora, Spotify, iTunes, Amazon, Tidal and more. Follow him at either @cruz rock or @cruz rock iyatola.