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Promoters Aim to Create 'Festival Within Festival' With 'Look Jam', Five Events With 36 Acts Including Jada Kingdom, Asa Bantan, Mr. Killa and More

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Left, Mr. Killa, upper right, Jada Kingdom, lower right, Asa Bantan.

This year's festival season on St. Croix — the first full event since pandemic-induced lockdowns canceled entertainment around the world in 2020 — is shaping up to be a historic and euphoric time, with numerous promoters organizing entertainment events built around the Crucian Christmas Festival.

Among them is TS Entertainment, Rebel Gong Movements and USVI Festivals, the organizers of "Look Jam", described as five events from Dec. 26 through Jan. 4 whose aim is to offer revelers a variety of entertainment options throughout the season, and thereby creating a "festival within

festival," said Jun Romney, a partner in the events and head of Rebel Gong Movements.

"People can expect — it's in the name — a premium experience, a premium and diverse cultural experience, and I think that's the best way to summarize it," Mr. Romney said, conveying that partygoers should anticipate the highest level of quality from the shows.

Tickets for all the events can be purchased [here](#).

The first event is a reggae show called WCKD, or "We Carnival Kind of Different". It will be hosted at The Fred in Frederiksted and will feature artists both foreign and local, with participants having access to the pool and beach area.

The second event is called "Vanilla Sky", an all-white fete featuring dancehall artist Jada Kingdom. "That's set to be a premium all-white experience," expressed Mr. Romney. "That event is set to deliver that cultural experience. There will be moko jumbies and fire dancers, and it will be held on December 29 at the Frederiksted Pier."

The third event is dubbed "Good Morning St. Croix". The show, a breakfast fete, will be held on the St. Croix Bypass and features international and local artists. "We did it before and it was well received back in 2019," Mr. Romney said. The event will be held during the wee hours of Saturday, Dec. 31.

The fourth offering is the "Laugh Out Loud Comedy Show" being held at the Island Center for the Performing Arts. The show will feature comedians such as Marc Trinidad among other comics. This show is scheduled for New Year's Day.

The fifth and final show is RSVP, an acronym for "Rum, Soca and Vibe Party". The fete is scheduled for Jan. 4 and will feature acts such as Asa Bantan, Pumpa, Mr. Killa, and DJ Avalanche, among a plethora of other performers. The event will be held at the Frederiksted Pier.