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'Rocking Steady' Brings Tarrus Riley, Large-Scale Concert Events Back to St. Thomas

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International Reggae Superstar, Tarrus Riley. By. DANCEHALL MAG/ANDRE 'DREVINCI' JONES

“Why not Tarrus Riley?” asked Shukoi Pinney, co-founder of All-In-One Promotions, as the team — together with the Division of Festivals in the Department of Tourism — prepares to host ‘Rocking Steady’ on Saturday March 25.

Riley, Mr. Pinney said, is the perfect artist to bring to the Virgin Islands. The world-renowned recording artist has done musical collaborations with homegrown reggae star Delyno "Pressure Busspipe" Brown, who is also in the lineup for the event, backed by the Dub Lab Band.

“Tarrus Riley is like family to the Virgin Islands,” Pinney said. The “Gimme Likkle One Drop” singer has performed on several reggae stages in the territory before the advent of the pandemic, including a performance in the Crown Bay Parking Lot in January 2020 that drew Virgin Islanders out in the thousands.

Just over three years later, “Rocking Steady” brings Mr. Riley back to St. Thomas, where he and the Blak Soil Band, Pressure Busspipe, and Duane Stephenson from Jamaica will fill the Crown Bay Center with the sweet sounds of Reggae music.

This latest venture from All-In-One Promotions seeks to revitalize the entertainment scene on St. Thomas after the pandemic put a major damper on the industry. “Since Covid we haven’t had an event of this magnitude,” Mr. Pinney stated.

Founded by three friends over 10 years ago, the company was born after Mr. Pinney, Keith Lewis and Darryl Lewis Jr. became frustrated over the lack of event options for party-goers and “night owls” like themselves. A fourth principal, Dean Baptiste, later joined the trio.

The group used their creative minds to address the somewhat stagnant nightlife of limited bars, nightclubs, parties, and live music events in the territory, embarking on innovative, bigger and better events. Over the years, the team has grown from those early years to become the “All-in-One” which exists today.

Mr. Pinney said instead of allowing the imposition of state-mandated protocols to the scaled-down events of the pandemic to serve as a stumbling block, All-In-One used it as an opportunity to grow, learn and develop. The team was forced to up the ante with their services, intricately tailoring each event hosted throughout the pandemic, which served to improve their overall product as a promotion company.

One of those events was a virtual carnival in 2020, which was a collaboration with the Division of Festivals. Now, the two entities are working together again with “Rocking Steady”, with the Div. of Festivals a big sponsor for the event.

The hopes are that this will serve as a teaser to get Virgin Islanders back in the groove and ready for the upcoming Carnival season in April.

Other “Rocking Steady” sponsors include Southland Gaming, VI Lottery, Krush Night Club, Stay Lit, All-In-One Heavy Equipment, Vivid Streaming, MDM, All-In-One Generator Repair and Sales, All Ah We TV and AMG.

Patrons ready for a night of reggae can purchase tickets (\$75 general admission, \$150 VIP) in St. Thomas at Men’s Corner in Yacht Haven, Designer Ave on the Waterfront, and Fashion Source in the Tutu Park Mall.

Tickets are also available at Strictly the Best on St. Croix, and Love City BBQ and Grill on St. John, while Tortola residents can find them at Aaron Car Rental. Additionally, they can be purchased [online](#).

Apart from individual tickets, VIP patrons who like to party with friends also have group packages available.=

The VI Lottery has launched a cross-promotion for “Rocking Steady”, where the purchase of a \$30 full sheet lottery ticket earns the buyer a chance to either win either regular or VIP entry to the event. The draw for those winners will occur this Thursday, March 16.

