

Digicel, Montano's Music Academy gets thumbs up

Up and coming singers, songwriters and music producers to be mentored by Machel in Music Academy

SINCE the online launch of the Digicel and Machel Montano Music Academy, over one hundred and fifty up-and-coming singers, songwriters and producers have submitted their entries to be a part of what fans are calling, "an amazing initiative and a great opportunity to make someone's dreams come true."

The Digicel and Machel Montano Music Academy gives nine talented individuals from across the region the opportunity to be mentored and coached by Machel and other top personalities from the music industry at a

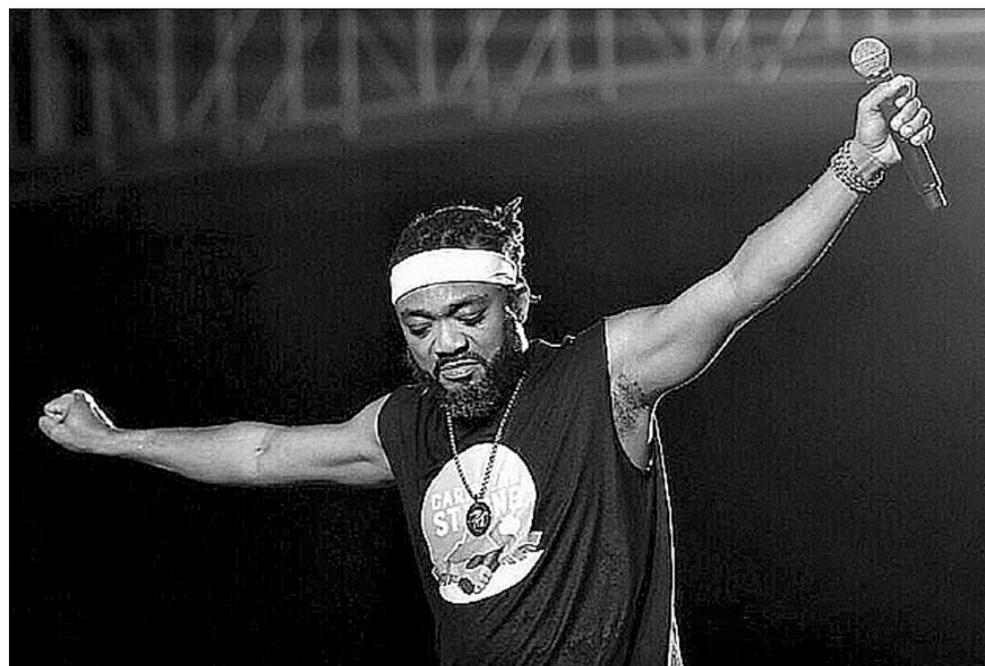
three-day Academy, which will be hosted in Jamaica from December 19-22 at GeeJam Studios, which is also a proud sponsor of the Music Academy.

"Sometimes, all you get is one chance to live your dreams and I'm just happy to be able to give back in this way and make someone's dream come true," said Machel Montano. From the comments on his Instagram page since the launch of the initiative, it's clear that his fans agree with him. One fan for example said, "What a fantastic idea. Wow! I love this so, so much. This is pure love, sharing his talent with the people," while another fan com-

mented, "Drops mic, Booyah!! That's how you give back, that's how - each one, teach one!"

Speaking of the partnership, Tari Lovell, Digicel's Group Sponsorship Manager, said, "This is all about leveraging our relationship with our brand ambassadors to deliver once in a lifetime opportunities to our customers. Music is a big part of our focus at Digicel and one of the biggest passions among Caribbean people, so it was a no-brainer to partner with Machel, to help nurture and develop the natural, raw talent that exists in the region."

To qualify to be a part of the Digicel and Machel



Machel Montano in performance.

Music Academy, artistes are encouraged to upload videos of their original songs to YouTube and submit them at www.digicelgroup.com/MusicAcademy from now until November 26, 2017. Songwriters and producers can upload lyric videos and/or songs that they've written or

beats/riddims that they've produced for a chance to be among the lucky bunch of three singers, three songwriters and three producers to participate in the Academy. The public will also be able to view the entries and vote for their favourite talent from November 27 to

December 10 at www.digicelgroup.com/MusicAcademy.

Coming out of the Academy, one lucky person will also win an opportunity to perform with Machel Montano live at the 2018 staging of his Machel Monday concert in Trinidad and Tobago.

Sagicor COO: Revitalise Bridgetown with a UWI City Campus

A SENIOR manager at Sagicor Life Inc. wants to see the revitalisation of this country's capital.

In fact, he believes that the establishment of a City Campus by the University of the West Indies at the former Mutual Building on Lower Broad Street, can be a spring board for positive change.

"Sagicor believes that the University of the West Indies has a great opportunity to spark the transformation of our capital," expressed Chief Operating Officer of Sagicor Life Inc. and General Manager of Barbados Operations, Edward Clarke.

Addressing the Sagicor Life Inc. Lighting Ceremony, held at National Heroes' Square on Monday night he recalled that Bridgetown at its genesis was a bustling centre for commerce; one

of the biggest trade centres in the hemisphere. However, he noted that Bridgetown of today has experienced an exodus of both commercial and residential tenants - an increase in traffic congestion, neglect and lack of further development and a waning interest from Barbadians and businesses alike to the island.

Clarke is therefore of the view that as the capital and the heart of the nation it is vital to ensure that there is a bright future for Bridgetown.

"We can engage students, visitors, workers, free wi-fi access for ease of communication and business, more green spaces to enjoy the heritage site or simply to enjoy the sunshine and fresh air. The many vacant buildings that we see around Bridgetown and the vacant lots coming in to the city, especially



Edward Clarke, Chief Operating Officer Sagicor Life Inc. and General Manager of Barbados Operations.

those owned by the government of Barbados, can be transformed and used to house new businesses, to cater to the needs of

those converging on Bridgetown," he stated.

"First, however, we must see Bridgetown in a different light. We must

view it as a city that can be revitalised to meet the needs of the future," he stressed.

The Sagicor Executive also shared his vision for a 2027 Bridgetown.

He said that he envisioned, "A huge attraction to locals and visitors to our island. We had developed many new hotels and the supporting infrastructure, that extended from the top of Bay street to the Port and our capital was filled with people from all walks of life, from across the world. Broad street had been transformed into a pedestrian mall with safe access at night to stores, sidewalk cafes and a variety of catering facilities".

"People using an efficient mass transit system to traverse in and out of Bridgetown, powered by Solar energy that shuttles city-goers all around the capital and the outskirts

alleviating the congestion and in doing so provides a solution to our terrible parking problems. I saw an energy efficient city, well lit, with optimal use of solar energy and a great emphasis on recycling," he highlighted.

Clarke further stressed that the driving force behind a better tomorrow must be innovation, pointing out that the future is dependent on the young people of Barbados.

"So, let us invest in them wholeheartedly. We must give our youth the opportunities to excel, we must ensure their access to education, especially with programmes which cater to careers of the future. This will aid in a long-term sustainable development of the future Barbados, not the past or present Barbados, but the future Barbados," he said. (TL)

Today's Weather

FORECAST

Fair to partly cloudy with a few brief showers.

<p>International Temperature</p> <p>London: 11°C CLOUDY Boston: 08°C CLOUDY Montreal: 07°C PARTLY CLOUDY Toronto: 07°C OVERCAST/RAIN SHOWERS New York: 12°C CLOUDY Miami: 29°C FAIR</p>	<p>Tides</p> <p>High: 9:16 a.m. and 8:56 p.m. Low: 2:45 a.m. and 2:54 p.m.</p>	<p>Rainfall</p> <p>Yesterday: 0.1 mm For the Month: 39.1 mm For the Year: 1184.5 mm</p>	<p>Yesterday's Temperatures</p> <p>Max: 30.1 °C Min: 25.7 °C</p>
<p>SUNRISE - 5:55 a.m.</p>		<p>SUNSET - 5:29 p.m.</p>	