



# Executive Summary

***Holding on to Jah* is the definitive feature documentary about the history of the Rastafarian movement and Reggae music in Jamaica. Told by world renowned Reggae artists, the film chronicles the roots of Rasta and Reggae from the colonial period to the present day, including the critical roles played by Marcus Garvey and His Imperial Majesty Haile Selassie.**

***Holding on to Jah* offers viewers a unique journey to the heart of the Rasta movement and shows them how, against great odds, a music of salvation and redemption was born. Jamaica's greatest singers and musicians share their personal stories of Rastafari's emergence, and how Reggae has created a positive message and spread the Rasta vibration throughout the world.**

## **Investment opportunity**

*Holding on to Jah* will greatly appeal to reggae fans and Jamaican enthusiasts all over the world, and tap into the vast audience of the Caribbean diaspora, festival goers and educational institutions. The identified markets offer great profit opportunities in the global marketplace, and we are currently seeking distribution partners who would like to participate in this promising film project.

The American production companies Infinite Mind Media (Roger Landon Hall) and Groundation Films (Harrison Stafford) still need to secure investment of \$120,000 for the licensing of the music, images and motion pictures used in *Holding on to Jah*. In total, a collection of 34 songs, 125 still images and 10 film clips have been selected to feature in the documentary. Our music cue list contains a diverse array of famous reggae classics and is budgeted at \$58,000. The still images and video clips, consisting of a unique assortment of rare materials from the National Library of Jamaica and three international (motion) picture collections, are estimated at \$62,000 (Appendix II and III). We invite distributors to get associated with us and join our efforts to complete and circulate our entertaining, informative, and educational music documentary *Holding on to Jah*.