



For Immediate Release  
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## **Scotiabank Sweetens Jazz and Blues Festival - with the *Scotia Blues Cafe***

Scotiabank will be serving up a special treat at the upcoming Jazz and Blues Festival at the Rosehall Estate in Montego Bay, January 25-27. The Bank, which was a sponsor in the past, will be breaking its hiatus and return to the world famous music festival with a bang, via the ***Scotiabank Blues Cafe***. The Café will cater specially to VIP customers and other celebrity guests when they visit the festival.

Scotiabank has partnered with ***Blue Beat*** from Montego Bay to offer this amazing Café, a hot spot at the festival based on the wonderful offerings. The Café will boast décor to fit the theme, and will feature exclusively the “**Blue Beat**” specialty bartenders and great live performances every night. The highly charged atmosphere will be a great place for lots of our customers to meet and mingle with celebrities and great personalities, relax, network and enjoy themselves and get a chance to win specially custom designed gifts.

The entertainment package will include a line up of popular entertainers on the Jamaican Jazz circuit and across the entertainment industry, which includes the conscious songbird Etana on Friday evening and the known pop-reggae hearthrob Cezar for the climax on Saturday night.

Heather Shields, Vice President of Marketing at Scotiabank explains the idea behind Scotiabank’s return to the festival and the Scotia Blues Café. “The Jazz and Blues Festival is a captivating celebration of music, culture and the arts.

It is a great fit for our customers who enjoy the enchanting atmosphere, which we now have extended to our *Café*. The Blue Beat collaboration offers a fabulous opportunity for us to entertain our customers, a great space as they mingle and talk with us and other guest celebrities.”

The Blues Café will be open every night of the show, which runs from Thursday to Saturday night.

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