

Farm Up Jamaica Hosts Inaugural Climate Smart Concert Fundraiser to Revolutionize Agriculture at UBS Arena on Friday, May 10

Tickets on Sale This Friday, March 29 at 10 am via Ticketmaster



March 28, 2024 - Belmont Park, NY: Farm Up Jamaica is proud to announce its inaugural Climate Smart Concert fundraiser hosted at UBS Arena in Belmont Park, NY, located 30 minutes from Penn Station or Grand Central via LIRR on Friday, May 10. This groundbreaking event is aimed at revolutionizing agriculture and combatting climate change through the power of music. Renowned artists such as Jada Kingdom, Masicka, Nigy Boy, and Mr. Killa have all pledged their support and will perform at the concert, leveraging their influence to raise funds and awareness for sustainable farming practices.

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Executive Director Neil Curtis emphasized the urgent need for action, stating, "Farming is one of the few ways that humans can contribute to growing better food while protecting the environment." With agriculture accounting for approximately 25% of global carbon emissions, Farm Up Jamaica recognizes the critical importance of adopting sustainable practices.

At the forefront of this movement is Regenerative Climate Smart Agriculture, a revolutionary farming method developed by Farm Up Jamaica. This approach utilizes 66% less water, achieves a zero-carbon footprint, and empowers Gen Z farmers to become advocates for food security worldwide.

The Climate Smart Concert serves as a platform to connect popular artists with the younger generation, aiming to make farming more appealing and socially relevant. "If we don't engage them now, then who will grow our food in the future?" remarked Dr. Garvey, Director of Strategic Research & Development at Farm Up Jamaica and son of Jamaica's National Hero, Marcus Garvey.

The concert promises to be a dynamic showcase of talent, featuring heartfelt performances by artists with chart-topping hits. From Jada Kingdom's "Big Buddy" to Masicka's "Hit and Run", Niggy Boy's anthem "Continent," or Mr. Killa's "Run Wid It" with his explosive Soca performance, attendees can expect an unforgettable experience.

Proceeds from the Climate Smart Concert will go towards transforming defunct farming communities across Jamaica using Regenerative Climate Smart Agriculture. Farm Up Jamaica aims to tell the story of sustainable agriculture and inspire global action to "Farm Up The World."

Farm Up Jamaica believes in the unifying power of music to inspire positive change and guide humanity towards a sustainable future. By leveraging the influence of popular artists, the Climate Smart Concert fundraiser aims to raise funds, awareness, and enthusiasm for sustainable farming practices worldwide.

Join us as we harness the power of music to revolutionize agriculture and create a more sustainable world for generations to come.

About Farm Up Jamaica

Farm Up Jamaica is a leading advocate for sustainable agriculture and environmental conservation in Jamaica and beyond. Through innovative farming techniques and community empowerment initiatives, Farm Up Jamaica is committed to creating a more resilient and food-secure future.

About UBS Arena

UBS Arena at Belmont Park is made for music and built for hockey. New York's newest premier entertainment and sports venue and home of the New York Islanders is developed in partnership with Oak View Group, the New York Islanders, and Jeff Wilpon. The state of the art arena opened in November 2021 and has welcomed numerous top artists including Harry Styles, Sebastian Maniscalco, Billie Eilish, Dua Lipa, TWICE, Eagles, John Mayer, Kendrick Lamar and Post Malone. The venue delivers an unmatched live entertainment experience for guests including clear sightlines and premier acoustics.

UBS Arena is at the forefront of sustainability, being awarded LEED Green Building Certification in January 2023. The venue also achieved carbon neutrality for operations in Fall 2022 which made it the first arena to do so on the eastern United States seaboard. For more information on the venue's sustainability efforts, please visit UBSArena.com/sustainability.

Located on the historic grounds of Belmont Park, UBS Arena is located just 30 minutes by LIRR from Grand Central or Penn Station and is easily accessible from across the region via mass transit or car. To plan your trip, please visit UBSArena.com/plan-your-trip.

For additional information, please visit UBSArena.com or @UBSArena on Facebook, Instagram and Twitter.

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