



**ELECTRONIC PRESS KIT**



*' My musical and artistic journey has now led me to this pivotal stage of my career where my new fresh projects finally allow me to delve into my African roots where never before had I had the strength to undertake this work. "Who Shall Jah Send" is the title of my new reggae single , and this single will be followed by many new fresh musical works.*

*Although I was born in The Bahamas, I have always been drawn to reggae. My first steps into the world of music were made while in Florida as a college student, it was a reggae sound system that gave birth to me. Though I was predestined to live my childhood, adolescence and adult life between Miami Florida and The Bahamas, the reggae riddims and sounds have always lived in me.*

*Artistically, the making of these new singles (where I am the executive producer) was a spiritual, joyful, refreshing and rewarding introspection. I 've put all my heart and soul into it. As reggae has always been at the heart of my artistic journey, it was the obvious and perfect vehicle to express my feelings and musical inspirations for this expedition into the roots of my African heritage...'*

Listen to the EP:



Avaran....

# BIOGRAPHY



Avaran's first stage show was in July of 1997 when he opened for the famed late African Reggae Star Lucky Dube. It was this same year when the humble beginnings of the debut album "Short Rope" began taking shape. In October of 1997, Avaran shared the stage with Luciano "The Messenger", Sizzla and Mikey General at the Cameo Theatre On Miami Beach, Florida.

In the spring of 1998, Avaran shared the stage again with the current leading reggae artists of that time, namely Capleton, Anthony B and Yami Bolo. In July 1998, Avaran traveled to Jamaica appeared on both Heineken Startime stage shows in Kingston and Mandeville, opening the stage for John Holt and a host of other foundation artists. Avaran left Jamaica with a feeling that something great was to come and he was right.

In late 1999 Avaran finished the work on Short Rope, produced by legendary producer Karl Pitterson and was ready to showcase his talents as a performer at the Midem Music Conference held in Caanes France in January of 2000. At the Midem music conference he shared the stage with Beres Hammond, Half Pint and Rapper Doug E. Fresh , His spectacular performances secured him a distribution deal back in the United States. From there It was on to Lyons, France where he teamed up with the Grammy Kid Mykal Rose together they toured through Germany, Holland, Belgium, and Luxumberg.

In 2001 the journey it seemed had ended and it was here that Avaran's career was forced to take a back seat due to personal reasons, but music was never too far away. Still recording for Europeans producers Avaran made a comeback in 2006 with a song that would cement his name in the French reggae market for years to come. "Let Jah Be Praised" was recorded for Zion Gate Music, this single made way for other producers to quickly grab singles from this upcoming reggae star, next came , VI Connections with "Rumble Jumble Life" and "Things Tough" also came calling was Messenjah Music out of London England they produced "Powers that Be" on a recut of the Promise Land Riddim, next was Gold Cup Records hailing out of Italy, they cut three single entitled "Gonna Be Dread", "I will Rise" and "I Never Knew" a masterful lovers rock, also on the list was Patate Records in Paris France, for them Avaran recorded "Fire" aka. (Heathens) next the German Producers Pow-Pow Productions produced "Times Getting Serious" on the Respond Riddim, and the great Stingray Records out of England took two singles "One More Night" and "I wanna Love you" which was featured on the "Move Up Riddim" Compilation. In 2007 Avaran again headed to Europe where he toured from northern to southern France and Geneva Switzerland. Avaran continued working doing small shows in his hometown, and in 2011 Avaran returned to the market that always showed him love, he performed at "The Hootananny in Brixton England and a few shows again in France.

Now in 2023, Avaran has exciting new projects completed and the first release "WHO SHALL JAH SEND" to be released July 31st, 2023 has shown to be on reggae fans top playlist according to the amount of radio spins it has already received. Avaran now has a slew of brand new hits and is ready for bookings worldwide.

# GALLERY



# VIDEOS

WHO SHALL JAH SEND



FIRE



FATHER'S WORK



CHURCH & STATE



LET JAH BE PRAISED (live)



DANGERZONE



# PRESS

" Luciano, a Jamaican reggae music stalwart and Avaran, a Bahamian musical sensation, have recorded a superb track together"

*The Bahamas Weekly (BAHAMAS)*

*"Simply Magnificent!"*

*Reggae-zine (France)*

" A strong collection of songs with subtle yet excellently judged arrangements and production "

*Royal Reggae, Reggae Promotions(UK)*

" Avaran deserves his place on the bill of the big festivals "

*Back to The Roots Magazine (Belgium)*

"Unheralded Talent"



*The Tribune (Bahamas)*

" To date, Avaran has worked with reggae greats such as Mykal Roze, Beres Hammond, the late Dennis Brown and so many more"

*Jamaica Star (Jamaica)*

The obvious comparison to be made in Avaran's sound is to the legendary Garnet Silk

*Achis' Reggae Blog (Germany)*

Discover today the powerful voice of Avaran , an artist who came straight from the Bahamas and who is known in France

*Reggae.fr (France)*





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