

ROOTS. LOVE. FAITH. CULTURE.

BAHAMIAN
REGGAE ARTIST
SONGWRITER
PERFORMER

“

*Music
should inspire,
uplift, and
bring people
together.*

- Avaran

AVARAN

EPK

ELECTRONIC PRESS KIT

★ AUTHENTIC REGGAE. REAL MESSAGE. ONE LOVE. ★



MUSIC



LIVE SHOWS



INTERNATIONAL



ONE LOVE



AVARANBOOKINGS@GMAIL.COM



+1 876-396-0481 (JM)



+1 242-473-7559 (BAH)



+1 954-998-8034 (USA)



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Avaran

AVARAN

The Journey

BAHAMIAN REGGAE ARTIST • SONGWRITER • PERFORMER



For nearly three decades, Bahamian reggae artist **Avaran** has quietly built an international career through determination, authenticity, and an unwavering commitment to reggae music. From South Florida recording studios to stages across Europe, North America, the Caribbean, and Jamaica, he has earned the respect of musicians, promoters, broadcasters, and reggae audiences worldwide—without the backing of a major label.

**GUIDED BY PURPOSE.
INSPIRED TO UPLIFT.**



BORN IN THE BAHAMAS.

Deeply influenced by Jamaica's rich reggae tradition while proudly embracing his Bahamian roots, Avaran blends Lovers Rock warmth with the depth and conviction of classic Roots Reggae. His music speaks of faith, perseverance, hope, love, and the resilience of ordinary people.



THE EARLY YEARS.

Avaran's professional journey began in South Florida during the 1990s, where he recorded his first single, "No Part of It", and became known for recording exclusive dubplates for Miami's legendary Cancer High Power Sound System. He opened for the late Lucky Dube at Miami's Cameo Theatre—an early defining moment that affirmed his belief that authentic music transcends borders.



INTERNATIONAL STAGE.

Avaran has performed throughout the Netherlands, Germany, Belgium, Luxembourg, Switzerland, England, The Bahamas, Jamaica, and the United States. In 2000, he toured Europe alongside reggae icon Michael Rose, performing in Amsterdam and Rotterdam (Netherlands), throughout major cities in Germany—including Hamburg—as well as appearances in Belgium and Luxembourg.

Among his career highlights, he opened for Beres Hammond and Half Pint at the MIDEM Music Conference in Cannes, France—performing before music executives and industry leaders from around the world.



SHARED STAGE WITH LEGENDS.

Avaran has shared stages with Luciano, Capleton, Anthony B, Freddie McGregor, Gregory Isaacs, John Holt, Mykal Rose, Half Pint, Terry Ganzie, Yami Bolo, and Michael Rose—experiences that shaped his growth as a performer and strengthened his place in the global reggae community.



RECORDING & COLLABORATIONS.

He has worked with respected producers and artists including Karl Pitterson, Luciano, Gregory Isaacs, John Holt, Terry Ganzie, and Michael Rose. Recording sessions were also initiated with the late Bobby "Digital" Dixon, which were never completed before his passing. These experiences broadened his musical perspective and commitment to excellence.



MUSIC & DISCOGRAPHY.

Recording under Hungrybelly Records, Avaran has released the albums *Short Rope* and *Danger Zone*. Signature singles include *Sunshine After Rain*, *Love Cry*, *Who Shall Jah Send* and *The Father's Work* (a collaboration with Luciano)—songs that explore faith, perseverance, love, and hope through a blend of Roots Reggae and Lovers Rock.



SUNSHINE AFTER RAIN – A NEW CHAPTER.

Recorded at Anchor Recording Studio in Kingston, Jamaica, with Earl "Chinna" Smith (guitar), Errol "Flabba" Holt (bass), Robbie Lyn (keys), Kirk "Kirkledove" Bennett (drums), Nikki Burt (background vocals), Delroy "Phatta" Pottinger (engineer) and Ed Robinson (mix & mastering). The single celebrates gratitude, enduring love, and the belief that brighter days always follow life's storms.



JAMAICA MEDIA CAMPAIGN.

The release of *Sunshine After Rain* launched a dedicated promotional tour of Jamaica, earning features in the Jamaica Observer and Jamaica Star, interviews on leading radio and TV programmes, and airplay across major Jamaican broadcasters.



THE MISSION CONTINUES.

Representing The Bahamas with pride while honoring Jamaica's immeasurable contribution to reggae music, Avaran continues to write, record, and perform with purpose—creating music that encourages, uplifts and inspires audiences around the world.

MEDIA COVERAGE

Sunshine After Rain | JAMAICA MEDIA CAMPAIGN

The release of Sunshine After Rain generated media coverage across Jamaica's leading print, television, radio, and digital platforms, introducing Avaran to new audiences throughout the Caribbean while expanding his international profile.

PRINT & DIGITAL PRESS



FEATURED ARTIST PROFILE



"AVARAN FINDS HIS
'SUNSHINE AFTER RAIN'"

NATIONAL TELEVISION



TELEVISION JAMAICA (TVJ)

- ✓ FEATURED ARTIST INTERVIEW
- ✓ LIVE PERFORMANCE OF
SUNSHINE AFTER RAIN

RADIO INTERVIEWS



SUN CITY RADIO
DJ Ali Patch



EDGE FM
The Ron Muschette
Morning Show



FAME 95 FM
Full House Friday



RADIO JAMAICA 94 FM
Kenneth Reid

RADIO PREMIERE & AIRPLAY



RICHIE B RADIO
Official Song Premiere
and Airplay Support



IRIE FM
Airplay by
Digital Chris



GLOBAL DIGITAL RADIO
Regular Rotation
(27 Syndicated Shows)



ADDITIONAL BROADCAST SUPPORT
Additional airplay and support from
broadcasters during the Jamaica
promotional campaign.

DIGITAL MEDIA COVERAGE



TVJ / SMILE JAMAICA
Interview and performance clips across
TVJ and Smile Jamaica social platforms



JAMAICA OBSERVER
Digital edition and social media promotion



THE JAMAICA STAR
Online entertainment feature



SUN CITY RADIO
Interview clips and digital content



EDGE FM & FAME 95 FM
Interview content and promotions



OFFICIAL ARTIST CONTENT
Behind-the-scenes studio videos,
promotions and campaign updates

MEDIA REACH



NATIONAL
NEWSPAPER
FEATURES



NATIONAL
TELEVISION
APPEARANCE



MAJOR JAMAICAN
RADIO
INTERVIEWS



CONFIRMED RADIO
PLATFORMS PROVIDING
PREMIERE OR AIRPLAY



SYNDICATED
RADIO SHOWS
THROUGH GLOBAL
DIGITAL RADIO

AVARAN

LIVE PERFORMANCES & INTERNATIONAL APPEARANCES



BAHAMIAN REGGAE ARTIST • SONGWRITER • PERFORMER

For nearly three decades, Avaran has taken his message of faith, love and hope to audiences around the world. From local stages in The Bahamas and Jamaica to international tours across Europe and appearances in the United States, his performances continue to connect and inspire reggae lovers everywhere.

CAREER HIGHLIGHTS



FIRST MAJOR PERFORMANCE

Opening for Lucky Dube
Cameo Theatre, Miami, FL



2000 EUROPEAN TOUR

Touring Europe alongside
Michael Rose.



MIDEM MUSIC CONFERENCE

Opened for Beres Hammond
at MIDEM in Cannes, France.



INTERNATIONAL REACH

Performed across Europe,
the Caribbean and the
United States.

INTERNATIONAL APPEARANCES



NETHERLANDS

- Amsterdam
- Rotterdam



GERMANY

- Hamburg
- Berlin
- Cologne
- Munich
- Frankfurt



BELGIUM

- Brussels
- Antwerp



LUXEMBOURG

- Luxembourg City



SWITZERLAND

- Zurich



ENGLAND

- London
- Hootananny Brixton



FRANCE

- Paris
- Cannes (MIDEM)
- Other Cities



THE BAHAMAS

- Nassau
- Freeport
- Bimini



JAMAICA

- Kingston



UNITED STATES

- Miami, FL



SELECTED SHARED STAGE APPEARANCES

Luciano • Sizzla • Capleton • Anthony B • Yami Bolo
Dennis Brown • Gregory Isaacs • John Holt • Freddie McGregor
and many more...

PERFORMANCE TIMELINE



EARLY 1990s

Began performing
and recording in
South Florida
(Miami, FL).



1990s

Regular performances
in The Bahamas
and Jamaica.



2000

European tour
alongside
Michael Rose.



MIDEM

Opened for
Beres Hammond
at MIDEM in
Cannes, France.



2000s - 2020s

Continued performing
internationally across
Europe, the Caribbean
and the United States.



PRESENT

Actively performing
and reaching new
audiences with
his message
of hope.



WEBSITE

www.avaranmusic.com



BOOKING EMAIL

avaranbookings@gmail.com



OFFICE

+1 876-396-0481 - JM
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+1 954-998-8034 - USA



WHATSAPP / CELL

+1 (242) 473-7559
(Bahamas)

AVARAN

Sunshine After Rain



CONTACT | STREAMING | BOOKING



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Bahamian reggae artist,
songwriter and performer
with a global vision.

ROOTED IN FAITH.
GUIDED BY PURPOSE.
INSPIRED TO UPLIFT.



STREAMING LINKS



SPOTIFY



APPLE MUSIC



YOUTUBE



DEEZER



AMAZON MUSIC



TIDAL



BOOKING & INQUIRIES

AVAILABLE FOR

- ✓ Live Performances
- ✓ Festivals
- ✓ Clubs & Concerts



BOOKING TERRITORIES

Worldwide



FOR BOOKING CONTACT

✉ avaranbookings@gmail.com
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☎ +1 242-473-7559 (BAH)
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🌐 www.avaranmusic.com




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