



ASTAFEST

RASTAFARI/REGGAE FILM & MUSIC FESTIVAL

August 14th to August 22nd, 2015

Toronto, Canada



ABOUT RASTAFEST

Rastafest is presented by Upfront Theatre Foundation and marketed by Masani Productions. The festival is a multi-discipline festival showcasing different aspects of the Rastafarian culture, history and lifestyle. The festival draws from the rich and diverse Rastafarian lifestyle and history. Activities include: music, dance, drumming, market place, ital food demonstration, film and video screening, and a live concert. The festival is not only created for entertainment, fun, and excitement for the entire family but it is also educational.

OUR MISSION

We use Rastafest as a vehicle for strengthening community resiliency through the arts by showcasing the collective diversity of the African-Caribbean-Canadian community.

AUDIENCE

Rastafest has grown steadily since 2006 attracting over 10,000 patrons annually. Our unwavering commitment to keeping our patrons entertained and educated contributes to our continuous growth. The festival is family oriented and provides the opportunity to market to women, men and children. The audience consist of patrons between the ages of mid-twenties to sixty five years old. TweenFest is the children and youth component of the

festival which showcases the talents of our children and youth performers. With free cultural workshops and premium performances by international and local acts we continue to surpass the expectations of our patrons and sponsors alike.

NEED

Although Toronto excels at attracting musical talent, both internationally and nationally unfortunately the reggae industry does not strive financially like other musical genres (i.e. Hip Hop, R&B and Pop) because of the lack of financial support and employment opportunities. This lack of support has hindered the growth of the reggae industry both nationally and internationally. Rastafest has contributed to the reggae music industry by creating employment through the various musical, film and video activities.



WHERE YOUR MONEY GOES

Sponsorship and general donations are used to fund the festival. Funding is used for promotion, infrastructure, artists fees, children and family entertainment, etc. Upfront Theatre Foundaiton is a non-profit organization. Funding for the festival is pumped back into the community to develop employment during the event and contribute to the development of children, youth, women, and artists programs.

TWEENFEST

Friday, August 14th

TIME: 6:30pm - 8:30pm

LOCATION: York Woods Public Library Theatre

RASTAFEST FILM & VIDEO SCREENING

Feature Length Movies

Wednesday, August 19th

Documentaries

Thursday, August 20th

Reggae Music Videos

Friday, August 21st

TIME: 7pm - 11pm

LOCATION: Carlton Cinema

INTERNATIONAL REGGAE CONCERT

Saturday, August 22nd

TIME: 3pm - 11pm

LOCATION: Downsview Park

For more information contact us at (647) 341-9031 or email info@rastafest.com.

Also visit our website www.rastafest.com.