



JAMAIKIN Me CRAZY

If anybody can be credited for bringing reggae music to Brevard County, it should be George Toler. “Jamaikin Me Crazy”, one of Brevard’s most favorite events and now in its 17th year, is his brain-child. When last year’s hurricanes destroyed the oceandeck at the Holiday Inn Oceanfront in Indialantic, this popular event had to close down indefinitely, and up to now nobody knew when or where it would re-open again. That was until Giles Malone, president of the Cocoa Beach Pier, and “Jamaikin Me Crazy”-promoter George Toler put their heads together and came up with a new game-plan: Starting June 1st, “Jamaikin Me Crazy” will re-open at the Cocoa Beach Pier featuring great live reggae bands every Wednesday starting at 5 pm.

BREVARD'S FAVORITE REGGAE VENUE NOW AT THE COCOA BEACH PIER

It's a situation where everybody wins", says George Toler. "The Cocoa Beach Pier adds a popular weekly event to their entertainment schedule, my production company has a great venue on the beach to produce "Jamaikin Me Crazy", and most of all, Brevard reggae fans have a place to listen and dance to their favorite music." Giles Malone agrees with this statement and assures that he is "happy to provide a new home for this traditional event that has received so much positive recognition throughout many years."

Another asset to this new venue is the fact that "we can play the music longer outside on the ocean because we won't disturb any hotel guests", says Toler. The bands will be playing from 5 to 11 pm, after that the party will move indoors to Marlin's Bar & Grille on top of the Pier. Besides that, the event is less dependent on the weather since "Oh Shucks" provides a roof while it's still open to the beach.

The first national reggae artist is already scheduled. Yellowman will be performing at "Jamaikin Me Crazy" in August, according to Toler. Like in the years before, more national and international acts can be expected.

Reggae, along with calypso and other Caribbean music, is Toler's specialty. "I first heard and learned to enjoy the music in the Bahamas when I was young," says Toler. "My father worked for Pan Am and the whole family went there often." Later he joined an import/export business, researching product demands



in South and Central America and the Caribbean. His travels there reinforced his love of island music, leading to his forming "Tropical Productions" for promoting reggae music. "Jamaikin Me Crazy" got started at the Hilton Rialto, moved to the Melbourne Beach Hilton and finally to the Holiday Inn Oceanfront until hurricane Jeanne destroyed the deck and damaged the hotel. Major remodeling construction is on the way but a definite re-opening date has not been confirmed, a major blow to Toler's business since "Jamaikin Me Crazy" was not able to open in March 2005 like in the years before. Luckily, he had started another "Jamaikin Me Crazy" event at Universal Studios in Orlando which was left unharmed by last year's storms.

For those who anticipate the drive to Cocoa Beach, here is your solution: The A1A bus will be driving the route from Melbourne Beach to the Cocoa Beach Pier regularly every Wednesday. For pick-up schedules call Jack and the A1A Express at 321-604-0573. ♦

Jamaikin Me Crazy is opening June 1st at the Cocoa Beach Pier.



Over 20 years ago promoter George Toler started Jamaikin Me Crazy featuring area's best live reggae bands.



Yellowman, international reggae master, is scheduled to perform this season after his European tour. Photo below: JMC has been a popular venue for over 20 years.

