



Emancipation Jubilee 2025 Hailed as Resounding Success

JNHT Delivers Unforgettable Night of Culture, Heritage and National Pride

Seville Heritage Park, St. Ann – August 2, 2025

Thousands of Jamaicans from all walks of life converged at the historic Seville Heritage Park in St. Ann to mark one of the most spirited and culturally rich stagings of Emancipation Jubilee to date. Organized by the Jamaica National Heritage Trust (JNHT) under the theme “Be Proud. Be Bold. In the Black, Green and Gold.” This year’s event celebrated freedom, heritage, and national identity in an immersive night of traditional music, dance, and reflection.

The annual celebration, begins on the eve of Emancipation Day, paying tribute to the resilience of our African ancestors and spotlighted the enduring contributions of Jamaican culture. Despite traffic delays which slowed early attendance, the event ultimately exceeded expectations, drawing an impressive crowd of ten thousand or more patrons, filling the expansive heritage site with the sound of drumming, folk chants, and patriotic cheers. Chairman of the Jamaica National Heritage Trust, Mr. Orville Hill, described the event as a significant cultural triumph.

“Emancipation Jubilee is a call to remember, but also a call to unite. This year, the JNHT executed the event with an extraordinary level of coordination and cultural depth. The turnout, the energy, the commitment of all involved—from artistes to sponsors—demonstrated the true spirit of the Jamaican people. We are deeply proud,” he said.

The programme featured riveting performances by traditional cultural groups, including Kumina, Revival, Dinki Mini, and Quadrille, as well as musical tributes from leading Jamaican artistes. Government agencies and corporate sponsors added to the vibrant atmosphere with exhibitions, heritage booths, and public giveaways. Executive Director of the JNHT, Mr. Leslie Harrow, also lauded the team behind the event.

“This year’s Jubilee was a collective effort that proved the power of strong partnerships. From the ground staff to the media teams, from our sponsors to our performers—everyone played their part in making this a historic celebration. The feedback from patrons, community leaders and broadcasters has been overwhelmingly positive,” Harrow stated.

The JNHT expressed deep gratitude to its key sponsors and partners whose contributions were integral to the success of the event:

- Tourism Enhancement Fund (TEF)
- CHASE Fund
- Wisynco Group
- Print Digital
- Total Tools
- St. Ann Municipal Corporation
- Jamaica Public Service Company Ltd.
- Jamaica Constabulary Force – St. Ann Division
- Jamaica Hotel and Tourist Association
- Island Car Rentals
- St. Ann Health Department
- Jamaica Fire Brigade – St. Ann

Their support enabled a seamless and high-quality production, from transportation and branding to staging, giveaways and hospitality services.

Special praise was also extended to media partners IRIE FM and MELLO FM, whose outdoor broadcasts captured the energy of the night and featured live interviews with sponsors and community figures. Their nationwide reach helped amplify the Emancipation Jubilee’s message of national pride and heritage preservation.

Patrons were treated not only to cultural showcases but also to curated experiences of heritage, including, ancestral rituals, and interactive displays. The event’s success was also mirrored online, with JNHT’s social media engagement reaching new heights thanks to on-the-ground content creation and public interaction.

The JNHT has expressed its commitment to building on this momentum in future years, with discussions already underway to enhance the VIP experience and amplify digital outreach.

As Jamaica celebrates 187 years of Emancipation, Emancipation Jubilee 2025 has once again proven itself not just as a moment of remembrance, but as a national ritual of pride, power, and purpose.



A section of the large crowd dancing the night away as day broke at Seville Heritage Park on August 1.



Sen. Matthew Samuda, Min. Olivia Grange and St. Ann Mayor Michael Belnavis moved by the on-stage performance.



Orville Hill JNHT Chairman and Min Olivia Grange greet upon her arrival.



Chase Fund Chairman W. Billy Heaven settle down to view the festivities.

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Thank you partners



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