



Banks Holdings Limited

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NEWS RELEASE

‘SOCA THERAPY’: JUST WHAT THE ‘BEER OF BARBADOS’ ORDERED!

Just in time for the start of the Crop Over season, Faith Callender, the 2014 Banks Calendar Girl, has partnered with fellow Banks Beer ambassador Anderson ‘Blood’ Armstrong to release the infectious mid-tempo song, ‘Soca Therapy’.

Armstrong, the reigning Sweet Soca monarch and one of Barbados’ premier producers, said he was especially pleased with Faith’s performance on the track.

“I think she has improved leaps and bounds in the soca genre and she certainly did a fantastic job on Soca Therapy,” he said, noting that he had produced tracks for the up-and-coming singer/songwriter in the past.

“Soca Therapy was one of the first songs I wrote for the year and I was sitting on it for quite some time. I’m very pleased with the way it turned out and I’m sure we will get a positive response from the fans during Crop Over.”

Callender, who goes by the stage name ‘Fate’, said she was honoured to be working with Armstrong once more.

“Blood has supported and encouraged me from day one. From a musical standpoint, I owe him much for where I am today,” said the University of the West Indies Accounts and Finance student.

“Though I strongly believe in my talents, I am humbled for someone such as Blood to take the time to nurture and mentor a young artiste such as myself. The continuity of our partnership is something which I am very proud of indeed. He is nothing short of an icon in the local music industry.”

In commending the duo, Bernard Frost, Group Marketing Manager for Banks Holdings Limited, said the *‘Beer of Barbados’* would continue to support - and promote - local culture, entertainment and the arts.

“We are exceptionally proud of their contribution and we wish them much success as they continue to fly the Banks Beer flag. Having already heard the song, I’m sure it will be well-received by the public,” he said.



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Armstrong, along with fellow Banks Beer ambassador Michael 'Mikey' Mercer, make up the double act of Soka Kartel – the reigning Party Monarch and Road March kings.

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