

The Green

ways & means

The Green are one of the fastest rising bands in reggae today. Their self-titled debut album was named Best Reggae Album of 2010 by iTunes, made Billboard's 2010 Year-End Reggae Chart, and won Best Reggae Album at Hawaii's 2011 Na Hoku Hanohano Awards. It has sold 20,000+ units in 18 months and continues to chart. An EP of songs from Ways & Means released digitally in August debuted at #2 on Billboard's Reggae Chart.

Marketing includes:

- Publicity campaign by Press Junkie & Music Allies targets 400+ print, online & lifestyle publications
 - Radio campaign by Music Allies targeting Hawaiian, college and specialty radio
 - Print, online & facebook advertising plus social network campaigns
 - US tour from October 7 through November 23 (Dates below)



Artist: The Green
Title: Ways & Means
Catalog#: ES-1026
File Under Reggae
Hometown: Honolulu, HI
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