

# Announcement – Playing for Change “One Love”

Los Angeles, Calif. (February 6, 2009) – In conjunction with Bob Marley’s 64th world-wide birthday celebration on February 6th, Playing For Change, the cross-cultural global musical movement, will debut their version of Marley’s timeless classic “One Love” on [www.BobMarley.com](http://www.BobMarley.com). This five-minute video is a song from around the world featuring American blues wunderkind Keb’ Mo and Spain’s Manu Chao playing with an incredible group of 35 musical artists. “One Love” was produced by Playing for Change’s creator and driving force Mark Johnson, the Los Angeles based Grammy®-winning producer and engineer.

Playing For Change is a multimedia movement designed to inspire, connect and bring peace to the world through music. For ten years Johnson and his team traveled the globe, with a single-minded passion to record little-known musicians and combine their performances. Bill Moyers called it a remarkable example of “the simple yet transformative power of music...to touch something in each of us.” Variety acknowledged it as “a great showcase for just what incredible, thoroughly accessible popular music is being made worldwide.”

Bob Marley’s 64th birthday will be celebrated by millions around the globe through live performance, lectures, film festivals, the internet and beyond. For Bob Marley Day, in addition to the debut of the Playing for Change “One Love” video, the site will be running special promotions in line with Bob Marley’s legacy. BobMarley.com invites submissions of Birthday messages through the Bob Marley Forum hosted on the site. Bob’s daughter, Cedella Marley, has also put her hand to a special limited T-Shirt design for the occasion that

will promote the Playing for Change concept with her father's legacy. "The Global vision of Bob Marley lives on through the "One Love" video by Playing For Change" says Chris Blackwell, founder Island Records.

For more information about Playing For Change and the Playing For Change Foundation, please visit [www.PlayingForChange.com](http://www.PlayingForChange.com). For more information about Bob Marley visit [www.bobmarley.com](http://www.bobmarley.com)