

In 2013, Alternative Music Limited (AML) launched the KeesingLIVE! concert series at its headquarters located at 5 Keesing Avenue, with the aim of promoting and preserving good, clean, LIVE music in pleasant, safe and relaxed surroundings. While the music offerings are not limited to reggae, that genre is the underlying pulse - the heartbeat - of the KeesingLIVE! experience. KeesingLIVE! was born out of its promoters' desire to create a well-produced, high-quality live music event that presents Jamaican music in the best possible light. In response to suggestions by members of the music fraternity, AML opened its premises for that purpose, in the hope that the "Keesing vibe" would spread to and be embraced by the wider music-loving community. AML has always supported members of the music fraternity and believes that our music is inseparable from who we are as a nation and that it forms an intrinsic part of our tourism product. It is therefore encouraging to note that KeesingLIVE! has gained a following among locals and the expatriate community alike. It is the perfect vehicle through which to unite music lovers and offer visitors a positive musical experience. KeesingLIVE! began in April 2013, with the Live Wyya band, Duane Stephenson and Charmaine Limonius. The June show starred the C-Sharp band, and in August, Chalice, Natty Baldhead and Dre Island took to the stage. The October edition featured Chronixx and the Zincfence Redemption Band, Neil Evans and Sherieta. As part of RJR's Kingston Music Week, the December show patrons enjoyed performances by Rootz Underground, Runkus, Skygrass and Bryan Art and File 13. In April 2014, KeesingLIVE! celebrated its first anniversary with performances by Chalice, Duane Stephenson, Charmaine

Limonium, BlackAsCole and Shades of Ja. The June show featured Shepherd, Sheldon Senior and Conscious Rebelz, Lukie D, Thiller-U, Singing Melody and Tony Curtis – both as solo artistes and as L.U.S.T. Excitement reigned in August, with Raging Fyah, Donald “Iceman” Anderson & Friends, and Jermaine Blake. In October, Ernie Smith and Pluto Shervington, Kelissa, One Third and Kimiela “Candy” Isaacs enthralled the audience. KeesingLIVE! 2015 opened in February with performances by Vanessa Lee, Bryan Art and File 13, Gem Myers, and Ken Boothe and evening culminated in dance party, courtesy of the legendary Fabulous 5 Inc. In May, Cherine, Katalys Crew, Natalie Rize and Notis Band thrilled patrons and the September edition raised the bar even higher, with Romain Virgo, George Nooks, Prophecy, Sharona Jonas and Kenny Smith.

In December 2015, again as part of Kingston Music Week, KeesingLIVE! delivered yet another unforgettable edition with the return of the legendary Ernie Smith and Pluto Shervington, ably supported by Georgia Henry, Alex Welcome and “Tash” Lamont. After a 10-month hiatus, KeesingLIVE! returned on 22 October 2016 with a special edition entitled “To Bird With Love”, in aid of beloved drummer Junior “Bird” Baillie, who had suffered a near-fatal heart attack. In a show of love and support a host of artistes who have worked with Bird offered tributes in song. The line-up included Cherine Anderson, Bob Andy, Wayne Armond, Ken Boothe, Harold Davis, Boris Gardiner, Errol Lee, Charmaine Limonium, Dimario McDowell, Gem Myers, Marie Myrie, Nazzleman, Dwight Richards, Seretse Small, Ernie Smith and Duane Stephenson, all ably backed by Desi Jones & the Skool

Band and Lloyd Parkes and We the People. KeesingLIVE! unfolds in festive surroundings; the AML premises are transformed into the beautiful venue that it is, complete with seated areas, a VIP section and a well-stocked bar. Food items are on sale throughout the evening, which commences at 6.30 p.m. Complimentary secure parking and shuttle service to and from the venue is available throughout the evening. Showtime is always at 8.00 p.m. sharp! The producers strive to maintain the highest quality for each and every show; the sound, backline, trussing system and generator is provided by AML, which spares no effort in ensuring that patrons are treated to an unforgettable experience from the moment they enter the venue until they say goodnight. Multi-track recordings are done of the shows, most of which are also videotaped.