



PRESS RELEASE

“An Evening With The AFJ” celebrates the 50th anniversary of “The Harder They Come” on Thursday, March 16th

New York, NY March 7, 2023 – The AFJ is thrilled to be collaborating with the Public Theater for the adaptation of the 1972 Jamaican film, “The Harder They Come.” The AFJ is grateful to be sharing this experience with our donors and friends.

“*An Evening With The AFJ*” is a celebration of the 50th anniversary of “The Harder They Come”. The breakthrough film, produced and directed by Perry Henzell and co-written with Trevor Rhone, tells the story of Ivan, a young singer who arrives in Kingston, Jamaica, eager to become a star. After falling in love and cutting a record deal with a powerful music mogul, Ivan soon learns that the game is rigged, and as he becomes increasingly defiant, he finds himself in a battle that threatens not only his life, but the very fabric of Jamaican society.

“The Harder They Come” is adapted by Pulitzer Prize-winning playwright and The Public’s Writer-in-Residence, Suzan-Lori Parks and is centered around Grammy Award-winner Jimmy Cliff’s hits, “You Can Get It If You Really Want”, “Many Rivers to Cross”, and more. Former Artistic Director of Berkeley Repertory Theatre Tony Taccone directs, with co-direction by Tony Award winner Sergio Trujillo and iconic new choreography by Edgar Godineaux.

AFJ Executive Director, Caron Chung commented, “The culture and music of Jamaica combined with the re-orchestration of this legendary Jamaican film makes for an intriguing experience. We look forward to sharing this special evening with our donors and friends.”

The cocktail reception begins at 6:30 pm, and the performance begins at The Public Theater (425 Lafayette Street, NY) at 8:00 pm on Thursday, March 16th. Come join us to enjoy this beloved classic.

Tickets are available on this link [The Harder They Come](#). If you have any questions about this event, please contact events@theafj.org.

About the AFJ

The AFJ is a registered 501(c)(3) nonprofit built on the principles of service and philanthropy. For nearly 40 years, the organization has been rendering assistance in the areas of Education, Healthcare, and Economic Development. The AFJ Grant Cycle begins at the end of each year and grants are disbursed in April of the following year. For information on how to purchase tickets or become a sponsor to support our mission for Jamaica, email info@theafj.org or visit www.theafj.org.