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SiriusXM Launches Shaggy's Boombastic Radio

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New channel debuts today with Multi-Grammy Award-winning artist's favorite reggae, dancehall and afrobeats tracks

'Shaggy's Boombastic Radio' to also debut Shaggy and Sting's recent live performance from their inaugural One Fine Day Festival



NEW YORK – November 8, 2023 –SiriusXM announced today that Grammy Award-winning reggae icon Shaggy is launching an exclusive year-round SiriusXM channel, [Shaggy's Boombastic Radio](#). Bringing listeners Shaggy's favorite reggae, dancehall and afrobeats, the channel is now available to subscribers in their cars on channel 332 and on the SiriusXM app. The channel was announced as part of SiriusXM's Next Generation Industry & Press Preview event in New York.

Shaggy's Boombastic Radio, curated entirely by Shaggy, invites listeners to immerse themselves in the sounds of reggae, dancehall and vibrant afrobeats. From the iconic rhythms of Sean Paul and Lady Saw to the dynamic sounds of Wizkid and Burna Boy, Shaggy's Boombastic Radio is packed with songs that will get everyone moving while celebrating the rich musical traditions of the Caribbean and Africa.

As part of the exclusive channel programming, Shaggy's Boombastic Radio will debut Shaggy and Sting's recent live performance from their inaugural One Fine Day Festival. The performance, captured at the Mann Center in Philadelphia, will air on the channel over Thanksgiving weekend.

Shaggy's Yaad, the reggae icon's current show which first debuted on SiriusXM's FLY and is now in its third successful year, will now regularly air on Shaggy's Boombastic Radio. The show, hosted by Shaggy, takes listeners on a cultural journey with a wide mix of rare and classic tracks spanning the hip-hop, dancehall and reggae genres.

Born Orville Richard Burrell and raised in Kingston, Jamaica, Shaggy got his start as an MC in New York City's burgeoning dancehall scene soon after moving to Brooklyn in his teens. Not long after serving four years in the U.S. Marines (including two tours of duty in the Middle East as part of Operation Desert Storm), he inked his first record deal and quickly scored a global crossover smash with "Oh Carolina."

As the only diamond-selling dancehall artist in music history, Shaggy, managed by Martin Kierszenbaum/Cherrytree Music Company, has sold more than 40 million album units to date, in addition to landing 8 singles on the Billboard Hot 100 and 7 albums on the Billboard 200 (including 4 in the top 40). He has received 2 Grammy Awards and is among the top 3 streamed reggae artists of all time on Spotify.

Eligible customers can get their first three months of SiriusXM streaming for free. Click [here](#) to sign up and experience all that SiriusXM has to offer. See Offer Details.

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About Sirius XM Holdings Inc.

SiriusXM is the leading audio entertainment company in North America with a portfolio of audio businesses including its flagship subscription entertainment service SiriusXM; the ad-supported and premium music streaming services of Pandora; an expansive podcast network; and a suite of business and advertising solutions. Reaching a combined monthly audience of approximately 150 million listeners, SiriusXM offers a broad range of content for listeners everywhere they tune in with a diverse mix of live, on-demand, and curated programming across music, talk, news, and sports. For more about SiriusXM, please go to: www.siriusxm.com.

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