

Bob Marley Hope Road Assembles Acclaimed Team to Bring a Groundbreaking Show to Life

Bob Marley Hope Road unveils the visionary talent behind the unforgettable experience

BOB MARLEY

HOPE

ROADTM

Las Vegas, Nevada Jun 25, 2025 ([IssueWire.com](https://www.issuewire.com)) - The legacy of one of the world's most influential musicians and cultural figures continues with the highly anticipated immersive entertainment show **Bob Marley Hope Road**, a FiveCurrents creation, at Mandalay Bay Resort and Casino.

As the production approaches with preview shows starting June 25, the Executive Producers are introducing the visionary Creative Directors who are bringing Bob Marley Hope Road to life.

Executive Producers Shaping the Vision

At the helm of the production are the Executive Producers Cedella Marley, Ziggy Marley, Larry Mestel and Scott Givens, who each bring their impressive expertise to Bob Marley Hope Road.

- **Cedella Marley**, the eldest child of Bob and Rita Marley and a prominent figure in the world of reggae, is the CEO of Bob Marley Group of Companies and director of the Bob & Rita Marley Foundations. Beyond managing all Marley-related businesses in Jamaica, Cedella served as the global ambassador for Jamaica's national women's football team from 2014 to 2024, affectionately known as *The Reggae Girls*. In April 2021, Cedella also launched Tuff Gong Collective in partnership with Universal Music Group, dedicated to carrying on Bob Marley's legacy through sharing his art and music with new generations and nurturing the next wave of music artists and creators.
- **Ziggy Marley** is a nine-time GRAMMY Award-winning artist, Emmy winner, musician, producer, activist and humanitarian with a legendary tenure in the industry of close to 40 years. As the eldest son of Bob and Rita Marley, Ziggy is a master storyteller and motivational guide who continues to explore issues from environmental awareness to self-improvement, while returning to the message of 'One Love'. In addition to being awarded an honorary Doctor of Fine Arts degree from Medger Evers College at The City University of New York and producing multiple successful albums, Ziggy has been the lead producer and force behind the highly successful *Bob Marley: One Love* biopic in 2024.
- **Larry Mestel** is the founder and CEO of Primary Wave Music. Founded in 2006, Primary Wave is the leading independent music publishing company of iconic and legendary music in the world. With over three decades of experience in the music and entertainment industry, Mestel has strategically and successfully built the company into a full-service music and entertainment powerhouse, who has a full roster of big-name artists including Prince, Whitney Houston, Notorious B.I.G., James Brown, and many others.
- **Scott Givens** is the Chief Creative Officer and CEO of FiveCurrents, known for producing over 400, including roles on 17 Olympic Games, from Atlanta 1996 to Paris 2024. Givens has received an array of awards, extending to being a recipient of the prestigious Olympic Order, the highest honor bestowed by the International Olympic Committee. Beyond its ceremonies heritage, FiveCurrents has produced mega events from New Year's Eve Celebrations on Rio de Janeiro's famed Copacabana Beach to the 50th anniversary celebrations of Disneyland and entertainment attractions including the immersive experience, Frameless, in London which is nearing its third anniversary.

Creative Direction Behind the Production

Behind the highly anticipated production are the Creative Directors Amy Tinkham, Chloé Douglas, Jared Sweet and Louanne Madorma bringing their visionary talent and immersive storytelling expertise to every element of Bob Marley Hope Road.

- **Amy Tinkham** is the writer and Co-Director of The Show at Bob Marley Hope Road, working alongside show co-creator Jared Sweet. She has spent the last 25 years directing, designing, conceiving and writing for stage arena, film and television around the world. With a background

as a choreographer and professional dancer, Amy has brought her creative vision and leadership to major productions. Amy has helmed James Taylor's tours from 2018 to 2023 and was also creative and show director for Aerosmith's *Peace Out Farewell* Tour and their Las Vegas residency *Deuces Are Wild* at Park MGM. Known for her creative eye and innovative approach to storytelling, Amy mixes mediums across the entertainment spectrum, creating work that spans stadium spectacles to intimate theatrical experiences.

- **Jared Sweet** is the co-director of The Show at Bob Marley Hope Road. Jared is an award-winning director with over two decades of experience crafting immersive experiences for live, broadcast, commercial and experiential audiences around the world. Known for blending powerful visuals with emotionally resonant storytelling, he thrives on bringing ambitious ideas to life through close collaboration with exceptional creative teams. His deep passion for the music and message of Bob Marley makes it a true honor to help bring this project to life alongside co-creator Amy Tinkham.
- **Chloé Douglas** is the director of The Experience at Bob Marley Hope Road. Chloé is a creative director and multidisciplinary designer with a distinct eye for shaping striking visuals and meaningful stories around the world. Her deep knowledge of and passion for color has allowed her to advise diverse global clients and collaborate with some of the world's most recognizable brands, resulting in her work being featured in publications such as Wired, Sports Illustrated, Nintendo and Elle.
- **Louanne Madorma** is a renowned Creative Producer and Casting Director with over 25 years of experience in major global productions. Proud to serve as the Creative Producer and Casting Director for Bob Marley Hope Road, she has creatively produced the high-profile Formula 1 opening ceremonies, as well as notable shows like Aerosmith's Peace Out Tour and Madonna's Celebration Tour. Louanne has also produced multiple Super Bowl performances, collaborating with stars like Kelly Clarkson, John Fogerty, Martina McBride and The Black Crowes.

Bob Marley Hope Road marks a significant addition to the cultural and entertainment landscape of Las Vegas, honoring the enduring legacy of Bob Marley through a unique and immersive format.

Visit [Hope Road](#) for more information and to buy tickets.

About Bob Marley Hope Road

Bob Marley Hope Road is brought to life by a visionary team of industry leaders, including executive producers Cedella Marley, Ziggy Marley, Larry Mestel, and Scott Givens. This collaboration ensures an authentic, world-class production that honors Bob Marley's cultural impact while creating a groundbreaking entertainment experience in Las Vegas. Bob Marley Hope Road is a FiveCurrents creation, co-produced by FiveCurrents and Primary Wave Music. Their combined expertise and unwavering commitment to Bob Marley's vision have made Hope Road a reality, inviting audiences to embark on an unforgettable journey through the heart and soul of reggae music.

ABOUT FIVECURRENTS

FiveCurrents recently celebrated its 20th anniversary as an award-winning entertainment company, producing some of the most notable productions worldwide. Founded in 2005, FiveCurrents has produced more than \$1.7 billion worth of productions worldwide. The award-winning team has decades of experience delivering spectacular, strategic, and creative ideas on the most impressive stages of the world. FiveCurrents has created and produced live resident shows, immersive experiences, global summits, theme park parades and shows, national day celebrations, iconic festivities, innovative sports fan festivals, and numerous other global spectacles. With 63 global ceremonies, including roles on 17 Olympic Games, their work has been broadcast to over 27 billion people and celebrated for creative excellence with 14 Emmy Awards (and 29 nominations), 112 Telly Awards, and many other industry

accolades.

ABOUT PRIMARY WAVE MUSIC

The Home of Legends. Primary Wave Music is the leading independent publisher of iconic and legendary music in the world. The company is home to some of the most iconic songwriters, artists, and record labels across the history of recorded music including Bob Marley, Prince, Stevie Nicks, James Brown, The Doors, Frankie Valli & the Four Seasons, Smokey Robinson, Whitney Houston, Ray Charles, Burt Bacharach, Neil Sedaka, Bing Crosby, Luther Vandross, Olivia Newton-John, Isaac Hayes, Andre 3000, Ric Ocasek, Axl Rose, Steven Van Zandt, Aerosmith, Def Leppard, America, War, Teddy Pendergrass, Count Basie, Traveling Wilburys (Bob Dylan), Donny Hathaway, Joey Ramone, Scott Weiland (Stone Temple Pilots), Jerry Jeff Walker, Bob Burns (Lynyrd Skynyrd), George Brown (Kool & The Gang), Sly & The Family Stone, Boston, Alice Cooper, Paul Anka, Boy George and Culture Club, Allee Willis, Paul Rodgers, Free, The Cranberries, Steve Cropper, Sarah McLachlan, Alice In Chains, Air Supply, Nuno Bettencourt (Extreme), Julian Casablancas (The Strokes), Huey Lewis and the News, Itzhak Perlman, PF Sloan, Glenn Gould, Gin Blossoms, Spin Doctors, Disturbed, George Merrill & Shannon Rubicam, Steve Porcaro, Styx, Keith, Forsey, Jeff Porcaro, Chuck Mangione, Chris Isaak, Sun Records, Times Music (subsidiary of the Times of India Group), Nas Nuvens Catalog, and many more. The songs represented by Primary Wave include over 1000 Top 10 singles, and over 400 #1 hits. Since its inception in 2006, Primary Wave Music has embraced an entrepreneurial spirit, offering, and executing proactive one-of-a-kind ideas, unique services, and marketing campaigns for our artists. Primary Wave has earned a stellar reputation for being forward thinking and re-introducing classic artists and their music into the modern marketplace as well as nurturing young talent to become legends themselves. This success is based upon our team of seasoned and creative executives collaboratively working together closely with our artists as partners. As a company, we strive for excellence in the pursuit of iconic artists and catalogs that not only reflect great artistry, but impact and influence culture.

ABOUT MANDALAY BAY

Mandalay Bay Resort and Casino is set on 120 lush acres featuring Mandalay Bay Beach, a tropical pool paradise with real sand. The Michelob ULTRA Arena, award-winning restaurants, exhilarating entertainment, unique shopping, Shark Reef Aquarium and the 2-million-square-foot convention center combine to make Mandalay Bay a captivating Las Vegas resort destination. The resort offers three distinct hotel experiences: Mandalay Bay with 3,211 luxurious rooms and suites reflecting a modern tropical ambiance; Four Seasons Hotel, offering 424 rooms and suites; and the luxury all-suite W Las Vegas. Mandalay Bay is operated by MGM Resorts International (NYSE: MGM). For more information and reservations, visit mandalaybay.com, call toll free at (877) 632-7800, or find us on [Instagram](#), [Facebook](#) and [X](#).

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