

WIZ KHALIFA TO TAKE THE STAGE AT ISLE OF MTV MALTA

Chart-topper will join Jess Glynne on 28th June for 10th anniversary celebration



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Isle of MTV 2016

Summary Multi-platinum selling rapper **Wiz Khalifa** has today been confirmed to perform at **Isle of MTV Malta**, which will this year be celebrating the **10th anniversary of the open-air concert on the sunlit Mediterranean island**. The free live music event, a partnership between **MTV** and the **Malta Tourism Authority** will return to **Il-Fosos Square on Tuesday 28th June 2016**.

Spokespeople

Charlotte Ritchie
VIMN Communications
London
+44 203 580 2108
sharlotte.ritchie@vimn.com

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Seema Alibhai
VIMN Communications
London
+44 203 580 2106
seema.alibhai@vimn.com

“The summer starts June 28th, so make sure you’re here at the Isle of MTV in Malta, you dig!

It’s gonna be a hot one!”**Wiz Khalifa**.

Rolling Stone magazine’s 2006 ‘Artist to watch’, Khalifa shot to international fame in 2011 with his debut album ‘**Rolling Papers**’, which included hit singles ‘**Roll Up**’, ‘**No Sleep**’ and ‘**Black and Yellow**’; the latter peaked at number 1 on the US Billboard Hot 100 and entered the Top 10 of the UK singles chart. Wiz’s biggest hit to date, the 2015 global smash ‘**See You Again**’, was the lead single from the **Furious 7** soundtrack and a tribute to the late actor Paul Walker. The single peaked at number 1 on the Billboard Hot 100 for 12 consecutive weeks, and hit the top spot on charts across 95 countries. The song broke several records including most streamed track in a single day on Spotify and was nominated for three Grammy Awards. His latest studio album is planned for release this summer.

Isle of MTV Malta will be filmed and edited into a 60-minute special that will broadcast across 20 MTV channels throughout Europe. The show will also be supported across all MTV social media platforms as well as via a bespoke website. As part of an extensive integrated marketing campaign, the Isle of MTV Malta concert will be supported by marketing initiatives, all of which will drive awareness of the event as well as leverage MTV’s world renowned brand and unique youth insight, to further cement and promote Malta’s position as a holiday destination for young people. Over the nine years that Isle of MTV has been held in Malta, the number of visitors to the island under the age of 24

has increased by **120.%** and now account for **20%** of all tourists.

For more information visit www.isleofmtv.com

Images



Documents  Final - IOM 2016 - WIZ
KHALIFA.docx

About Isle of MTV 2016

About Isle of MTV

Now in its tenth year, the Isle of MTV franchise has seen past performers such as Jason Derulo, OMI, Martin Garrix, Nicole Sherzinger, Jessie J, Will.i.am, Rita Ora, Flo Rida, Snoop Dogg, Far East Movement, David Guetta, Kid Rock, Kelis, The Scissor Sisters, Lady Gaga, The Black Eyed Peas, Nelly Furtado, Maroon 5, The Chemical Brothers, Enrique Iglesias, N*E*R*D, Shaggy, Garbage, Jazzy Jeff, Gorillaz, OneRepublic and Morcheeba rock the Isle of MTV stage.

Previous Isle of MTV main event locations have included Torre de Belém, Lisbon, Portugal (2002), Ile du Gaou, Six-Fours Les Plages, France (2003), Tossa De Mar, Costa Brava, Spain (2004), Piazza dell Unita' d'Italia, Trieste, Italy (2005). www.facebook.com/IsleofMTVMalta