

# ISLE OF MTV RETURNS TO MALTA JUNE 27, 2017

MTV & MALTA TOURISM AUTHORITY RENEW LONGSTANDING PARTNERSHIP FOUR YEAR DEAL CONFIRMED



Info Malta | Published on: March 16, 2017

Isle of MTV 2016

**Summary** **MTV in partnership with the Malta Tourism Authority, has today announced that the Isle of MTV Malta music extravaganza will be returning to the legendary Il Fosos Square on June 27th. The beloved music festival, a fixture in the Summer calendar has been confirmed for the next four years, cementing the longstanding partnership between MTV and the MTA, now in its 11th year.**

Spokespeople

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

**Details** **MTV in partnership with the Malta Tourism Authority, has today announced that the Isle of MTV Malta music extravaganza will be returning to the legendary Il Fosos Square on June 27th. The beloved music festival, a fixture in the Summer calendar has been confirmed for the next four years, cementing the longstanding partnership between MTV and the MTA, now in its 11th year.**

“We’re thrilled to be back in Malta for the 11th edition of Isle of MTV Malta. The past ten years have seen the island provide the perfect setting for our biggest summer music festival and we look forward to building on what has proven to be an extremely successful partnership with our friends at the Malta Tourism Authority.”

**- Russell Samuel, VP, Creative Planning Services, Viacom Velocity**

With ten successful shows as testament to the partnership, the renewal brings with it opportunity to further develop the relationships between MTV, the local authorities and businesses that year on year come together to deliver an unmatched event and to reinforce Malta as a destination of choice for young people. Throughout this time the brand has continued to grow – with digital activations, Music Week events and Club MTV collaborations added to both support and build on the brand.

“Our partnership with MTV has contributed over the years to boost Malta’s visibility on the international music event scene and enhance the destination’s appeal to the fun loving generations. We are looking forward to hosting the next editions of Isle of MTV, including a whole music week, an event which has become a major appointment on our ever increasing and varied annual calendar of events.”

**- Paul Bugeja, CEO, Malta Tourism Authority**

Having hosted some of the biggest names in pop, combined with the most

exciting breakthrough artists of the moment – championing talent remains a huge part of MTV’s legacy. Isle of MTV Malta has always provided a unique and exciting platform for this and will continue to do so, with next year’s talent scheduled to be announced in the coming months.

Relevant links  Facebook

Quotes  *“We’re thrilled to be back in Malta for the 11th edition of Isle of MTV Malta. The past ten years have seen the island provide the perfect setting for our biggest summer music festival and we look forward to building on what has proven to be an extremely successful partnership with our friends at the Malta Tourism Authority.”*  
— Russell Samuel, VP, Creative Planning Services, Viacom Velocity

## 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 Scherzinger, 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](http://www.facebook.com/IsleofMTVMalta)