

2015 BREAKTHROUGH STAR OMI TO COMPLETE THE LINE-UP FOR ISLE OF MTV MALTA PERFORMING SUMMER SMASH ANTHEM 'CHEERLEADER'



OMI TO JOIN STAR-STUDED LINE-UP INCLUDING JASON DERULO, MARTIN GARRIX, ECHOSMITH & TORI KELLY

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Isle of MTV 2015

Details

Malta, London: 03 July 2015: MTV have revealed 2015 breakthrough sensation **OMI** – the star behind this year’s platinum selling, summer anthem ‘**Cheerleader**’ – as the fifth and final performer to complete the line-up at next week’s hotly anticipated live music summer extravaganza – **ISLE OF MTV MALTA** joining a star-studded line-up including **JASON DERULO, ECHOSMITH, TORI KELLY** and **DJ MARTIN GARRIX**.

Delivered in partnership with **Malta Tourism Authority (MTA)** and sponsored by **MuseAmi’s** popular ‘singing selfie’ social media app **Hook’d** – the sensational night of live music will celebrate its ninth consecutive year in Malta on **Tuesday 7 July** in Malta’s historic **Il-Fosos Square, Floriana**.

Since releasing the year’s biggest summer smash ‘*Cheerleader*’ in May 2015, breakthrough star OMI has dominated playlists around the world, topping the charts at #1 in **more than 55 markets** - including a **4 week run at #1 in the UK** - as well as notching up more than **270million Spotify streams**. As one of this year’s most exciting new artists, the star is set to dazzle the 50,000 strong Malta crowd with his distinctive style urban-pop, packed full with house beats, trumpets and samba rhythms.

Omi said, "Monumental is just one of the words that I can think of to describe the experience of performing at *Isle of MTV Malta*. I'm very humbled and I'm looking forward to this being the first of many."

Bruce Gillmer, EVP, Talent & Music Programming and Events, VIMN commented: "We're thrilled to add OMI to our *Isle of MTV* line-up in Malta. As the artist behind one of this year's biggest summer anthems, he's an incredibly exciting addition."

Celebrating its ninth consecutive year on the island, **Isle of MTV Malta** has a reputation for showcasing some of the biggest names from the international music scene. Previous performers include **Nicole Scherzinger, Jesse J, Lady Gaga, Will.i.am, Rita Ora, Snoop Dogg, LMFAO, David Guetta, Nelly Furtado, Kid Rock, The Scissor Sisters, Flo Rida, Far East Movement, Maroon 5, Kelis, Enrique Iglesias, N*E*R*D** and **OneRepublic**.

The open-air concert will be filmed and edited into a 60-minute special that will broadcast across 20 MTV channels throughout Europe from **1st August**.

ENDS

Notes to Editors:

[About OMI](#)

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Omi (Omar Samuel Pasley) is bringing his breakthrough story to the U.S., with the compelling sheen of “Cheerleader” leading the way. The smash dance song has notched more than 270million Spotify streams, hitting the number 1 spot in 55 markets. Released in 2012, a cleverly understated remix by German DJ/Producer Felix Jaehn helped power the global momentum building around the infectious track.

The affable singer/songwriter, who hails from the rural Jamaican parish of Clarendon describes how art and music have always been a part of his DNA. At an early age, he became fascinated with lyrics, transitioning from influences like Tupac, Biggie, and Eminem, to a wider spectrum that included John Legend and even mid-century crooner Nat King Cole.

Omi was also intrigued by Jamaica’s magnetic hold on popular music throughout history – “a lot of different genres have been touched by Jamaican roots,” he says. The touchstone song “Cheerleader” would eventually become part of that process.

About Isle of MTV Malta

As part of an extensive integrated marketing campaign delivered in partnership between VIMN Ad Sales & Malta Tourism Authority (MTA), the *Isle of MTV Malta* concert (now celebrating its ninth year) 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 **120.9%** and now account for **19.9%** of all tourists.

About VIMN Advertising & Brand Solutions

VIMN Advertising & Brand Solutions is Viacom’s international in-house brand solutions sales business. It represents all the TV, digital and mobile channels of Viacom International Media Networks – including MTV, Nickelodeon, Comedy Central, BET, non-premium Paramount Pictures branded channels, VH1, VIVA, MTVHD, COLORS, Game One and Tr3s: *MTV, Música y Más*, a channel for US Hispanic audiences. Viacom brands are seen globally in nearly 700 million households in 168 territories and 37 languages via more than 205 locally programmed and operated TV channels and more than 550 digital media and mobile TV properties.

Images



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About Isle of MTV 2015

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Now in its ninth year, the Isle of MTV franchise has seen past performers such **Lady Gaga, Black Eyed Peas, N*E*R*D, One Republic, Maroon 5, Akon, Enrique Iglesias, Kid Rock, David Guetta, Metro Station, Snoop Dogg, LMFAO, Jessie J, will.i.am, Nicole Scherzinger, Rita Ora, Rudimental** amongst others. The closing set for Isle of MTV 2014 was performed by **Hardwell**.

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

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