



TELEMUNDO TO HONOR RICARDO ARJONA AT THE BILLBOARD LATIN MUSIC AWARDS THURSDAY, APRIL 27 AT 8PM/7C

Miami, FL – April 17, 2017 – Telemundo will present international Latin singer and songwriter, **Ricardo Arjona**, with the coveted *Billboard Lifetime Achievement Award* in recognition of his outstanding career at the **2017 Billboard Latin Music Awards**. As previously announced, the beloved singer will also perform at the awards ceremony, which will broadcast live on Telemundo Thursday, April 27 at 8pm/7c. The event will also air simultaneously on Universo, the fastest growing Spanish-language entertainment cable network, and in 24 countries throughout the Americas via Telemundo Internacional, as well as on open broadcast in Canada, Costa Rica, Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Nicaragua, Panama, Paraguay, and Peru.

Ricardo Arjona is one of the most respected Latin music artists, notably for his social conscience and integrity in writing and performing songs. Throughout a successful musical career that spans over 30 years, the award-winning singer and songwriter has sold over 20 million albums. He holds 20 entries on the Billboard Top Latin Albums chart; the latest last year with “Apague La Luz y Escuche,” which arrived at No. 3. He’s had five No. 1s on the chart, and 14 have reached the top 10. He also boasts 36 total hits, including five No. 1s, on the Billboard Hot Latin Songs chart. Arjona has released sixteen studio albums, one live album, nine compilation albums and forty-three singles.

Arjona was born in a small town called Jocotenango, Guatemala, where his father was a rural school teacher. After realizing that music was his vocation, he moved to Mexico City where he began his artistic career with PolyGram Records and launched his debut album “Dejame Decir Que Te Amo.” He later moved to Buenos Aires, and launched “Jesus Verbo No Sustantivo,” a controversial song about his life as a Catholic school student which earned him a recording contract with Sony, and the release of several of his most popular albums, including “Animal Nocturno,” “Historias,” “Si el Norte Fuera el Sur,” “Galería Caribe,” and “Adentro.” In 2011, the artist created his own record label called METAMORFOSIS through which he released the albums “Independiente,” “Viaje” and “Apague La Luz y Escuche.”

Since his early beginnings, Arjona was always faithful to his style. He traveled to the darkest depths of reality with his songs, touching social wounds that no one dared bring to light, while at the same time authoring some of the most painful stories of the heart. On January 16, 2014 he laid the first brick on what seemed like an impossible task to try to change the reality of his country through education and the creation of “Fundacion Adentro”. He built by his own means what could very well be the best rural school in his country. The artist is ready for the launch of his new project “Circo Soledad,” which debuts next Friday, which he considers perhaps the most solid of his entire career.

The complete list of finalists and announced performers, in addition to exclusive content about this year’s three-hour ceremony, can be found at Telemundo.com/PremiosBillboard - the official website of the 2017 Billboard Latin Music Awards. Follow the excitement of the star-studded event on Twitter and Instagram @LatinBillboards and Facebook.com/LatinBillboards, and join the conversation by using the official hashtag **#Billboards2017**.

BLMA Tweet: @Ricardo_Arjona to receive Billboard Lifetime Achievement Award and perform @LatinBillboards April 27 @TELEMUNDO #Billboards2017

About the Awards:

The Billboard Latin Music Awards are the only ones that honor the most popular albums, songs, and performers in Latin music, as determined by the actual sales, radio airplay, streaming and social data that informs Billboard's weekly charts. The awards are the culmination of the Billboard Latin Music Conference, which will take place on April 24-27th at The Ritz-Carlton in South Beach, Florida. Now in its 28th year, the conference is the biggest and longest-running event dedicated to Latin music in the world. The conference is the “must-attend” event for the top power players in the industry including A-list talent and top agents, managers, promoters, marketing, advertising, and radio executives, as well as for those taking their first steps in the business. For information please visit www.BillboardLatinConference.com or email conferences@billboard.com

About TELEMUNDO:

TELEMUNDO is a world-class media company leading the industry in the production and distribution of high-quality Spanish-language content across its multiplatform portfolio to U.S. Hispanics and audiences around the world. The network features original scripted dramas from Telemundo Studios – the #1 producer of Spanish-language primetime content – as well as non-scripted productions, theatrical motion pictures, specials, news and first-class sports events, reaching 94% of U.S. Hispanic viewers in 210 markets through its 17 owned stations and 54 broadcast affiliates. TELEMUNDO is part of NBCUniversal Telemundo Enterprises, a division of NBCUniversal, one of the world's leading media and entertainment companies. NBCUniversal is a subsidiary of Comcast Corporation.

About Ants TV Production, Inc.

Ants TV Production, Inc. is an international company specialized in management, creative and production services for the entertainment and television industry. For the past 25 years and with Tony Mojena as its principal, Ants TV Production, Inc. has been in charge of some of the most important TV productions, artist management, concert production, event management, corporate clients and creative concept development for TV and Radio networks. Ants TV Production, Inc. is a full production powerhouse with a proven, successful turnkey operation and counts with the most qualified experts and experienced professionals in the industry. Ants TV Production, Inc. specializes in a variety of TV show formats, live televised and non-televised events providing high quality production and creative services with world class technology.

About Billboard:

Billboard is the world's most influential music brand, built on the most complete and well-respected database of charts across all music genres. The **Billboard** charts define success in music. From the iconic **Billboard** magazine to Billboard.com, the ultimate consumer-facing destination for millions of passionate music fans, to the industry's most elite conference series and influencer events including the Power 100 and Women in Music – the **Billboard** brand has unmatched authority among fans, artists and the industry alike. **Billboard** was named the leading U.S. brand on Twitter, surpassing the NFL, ESPN, BuzzFeed and MTV, with 6.1 million engaged actions in Q3 2015, and named an overall Top 10 U.S. Media Publisher in December 2015 with 11.8 million social actions. **Billboard** has a social media footprint of 14.8 million social followers across Facebook, Twitter, Instagram, and YouTube. **Billboard** magazine has published major news-generating covers recently including Ariana Grande, Nicki Minaj, Selena Gomez, Fifth Harmony, Justin Bieber, an open letter to Congress signed by 180+ of the music industry's biggest stars and executives. In December 2016, the **Billboard Women in Music** ceremony, which honored Madonna as Woman of the Year, was presented to a mass audience via Lifetime, the exclusive broadcast partner.

###

PRESS CONTACTS:

David Alvarado | TELEMUNDO | 305-889-7553 | david.alvarado@nbcuni.com
Claudia Santa Cruz | Santa Cruz Communications | 646-538-4330 | claudia@santacruzpr.com
Paola Marin | Santa Cruz Communications | 305-592-4473 | paola@santacruzpr.com
For more press information, visit nbcumv.com, and follow us on Twitter: [@TLMDPR](https://twitter.com/TLMDPR).