



## TELEMUNDO TO PRESENT WORLDWIDE TV PREMIERE OF LUIS FONSI'S GLOBAL PHENOMENON "DESPACITO" AT THE "BILLBOARD LATIN MUSIC AWARDS"

### The Singer-songwriter Will Also Be Honored with the *Billboard Spirit of Hope Award* During the Coveted Music Special to Broadcast April 27 at 8pm/7c on Telemundo

Miami, FL – April 19, 2017 – Puerto Rican award-winning singer-songwriter and producer **Luis Fonsi** has become a global phenomenon following the record-breaking success of his new single "Despacito," which has transcended languages and cultures, broken multiple records and revolutionized the Web thanks to fans, artists and sports personalities around the world, becoming a true viral sensation. The music video has maintained the #1 post on the Global YouTube list for multiple weeks and is closed to reaching **one billion** views on YouTube/Vevo. Fonsi has selected Telemundo's **Billboard Latin Music Awards** stage to present the worldwide television premiere of "Despacito." In addition, the artist will be honored with the *Billboard Spirit of Hope Award* for his outstanding humanitarian work on behalf of St. Jude's Children's Hospital and its various programs fighting childhood cancer. The longest-running and most prestigious awards show in the Latin music world will broadcast **live on Telemundo Thursday, April 27 at 8pm/7c**, and simultaneously on the fastest growing Spanish-language entertainment cable network, Universo.

The *Billboard Spirit of Hope Award*, created in honor of Selena, is given to an artist in recognition of his philanthropic and humanitarian contributions beyond their musical work. **Luis Fonsi** is this year's recipient of the *Billboard Spirit of Hope Award* for his career-long pledge to children fighting childhood cancer and other life-threatening diseases through his work with St. Jude Children's Research Hospital. For more than 12 years, Fonsi has donated his voice and time to help raise awareness of St. Jude's mission. "Being in the music business has allowed me to travel the world and meet some amazing people," said Fonsi. "But nothing compares to the brave children I have met at St. Jude Children's Research Hospital. They are so courageous as they fight against cancer and other life-threatening diseases." The Memphis based hospital seeks to advance cures, and means of prevention, for pediatric catastrophic diseases through research and treatment, and treats children regardless of a family's ability to pay.

Born in Puerto Rico and raised in Orlando, Florida, **Luis Fonsi** debuted on Universal Latino in 1998 with the album "Comenzare" followed in 2000 with "Eterno". His sixth studio album, "Paso a Paso," explored different kinds of rhythms and arrangements resulting in Fonsi's distinct and most creative album to date. This past February, Fonsi earned his seventh No. 1 on the Billboard Hot Latin Songs chart with "Despacito," featuring Daddy Yankee. The single is his 30th Hot Latin Songs hit, since he debuted on the chart in 1998.

The complete list of finalists and announced performers, in addition to exclusive content about this year's ceremony, can be found at [Telemundo.com/PremiosBillboard](http://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:** @LuisFonsi performs #Despacito at @LatinBillboards and will receive Billboard Spirit of Hope Award April 27 on @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](http://www.BillboardLatinConference.com) or email [conferences@billboard.com](mailto: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](http://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.

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To request press credentials for the Billboard Latin Music Awards, visit [www.santacruzpr.com](http://www.santacruzpr.com) and fill out the credential request forms prior to March 31.

For more press information, visit [nbcumv.com](http://nbcumv.com), and follow us on Twitter: [@TLMDPR](https://twitter.com/TLMDPR).