



For Immediate Release:

THE T.J. MARTELL FOUNDATION ANNOUNCES PERFORMERS FOR THE 4th ANNUAL *MARTELL IN MIAMI* CHARITY DINNER HONORING WALTER KOLM AND ALEXANDRA LIOUTIKOFF

Carlos Vives, Sech and Arath Herce To Perform

Emmy Award Winning, TV Personality and Actress, Clarissa Molina to Host

Wednesday, February 19, 2020 – 7:00 p.m. – 11:00 p.m.

Miami, Florida – (February 4, 2020) – The T.J. Martell Foundation for Cancer Research has announced performers for the highly anticipated *4th Annual Martell in Miami* charity dinner event to be held Wednesday, February 19, 2020 at the Phillip and Patricia Frost Museum of Science, 1101 Biscayne Blvd in Miami, Florida. The event is presented by iberiaBank Sports & Entertainment.

Martell in Miami will honor **Walter Kolm, CEO and Founder of WK Entertainment** and **Alexandra Lioutikoff, President, Latin America & U.S. Latin, Universal Music Publishing Group**. Both honorees will receive the Estefan Lifetime Achievement Award. Colombian singer, songwriter and multiple grammy award winner, **Carlos Vives**, will be **headlining**. Latin Urban-Reggaeton artist **Sech** and musician **Arath Herce** have been announced as performers for the event. Emmy Award winning television personality and actress **Clarissa Molina** will host the event.

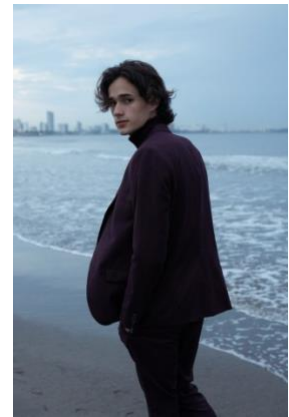


Carlos Vives is one of the most important figures in Latin Music and is known as the pioneer of the Colombian and Latin American sound. He is a renowned musician, songwriter, actor and entrepreneur. He began his career as an actor in 1982 and began singing ballads in 1991. He has won 12 Latin Grammys and two Grammy Awards. Vives' interpretation of vallenato and the fusion with pop has led him to multiple hits and great success with his albums. He recently won the Latin Grammy for "Best Contemporary Tropical Album" for his latest studio album *VIVES*. He has sold over 20 million albums worldwide and is recognized abroad as the greatest exponent of Colombian music with hit songs such as "La Gota Fría," "Fruta Fresca," "Volví a Nacer," "Bailar Contigo," "La Bicicleta" (with Shakira), "Robarte un Beso" and more. He's amassed 18 #1 radio hits in the U.S. and multiple sold-out tours in the U.S, Europe and Latin America. He's also a staunch supporter of the environment and leads his initiative "Tras la Perla," which seeks to achieve sustainable development and quality of life improvement for his native Santa Marta, Colombia.



As the #1 Latin Urban-Reggaeton artist, Sech is one of Latin music's most sought-after singer-songwriters of his generation. With over one billion streams across all digital platforms. His sophomore album *Sueños* (2019) debuted #1 on Billboard's Top Latin Album and Latin Rhythm Album charts. His single "Otro Trago" simultaneously peaked at #1 on four Billboard Latin song charts and was #1 on Spotify's Global Viral 50 chart and Apple Music charts. The video surpassed 415 million views on YouTube

and is certified Diamond in the U.S. (RIAA). He was nominated for "New Artist of the Year" at the Latin American Music Awards and received three Latin Grammy nominations for "Best Urban Fusion Performance," "Best Urban Music Album" and "Best Urban Song." He later released "Si Te Vas" with Ozuna and participated in "Rich Music Presents: The Academy," a collaboration between Dimelo Flow, J Quiles, Dalex, Lenny Tavaréz and Feid. The album entered the Top 10 on Billboard's Latin Rhythm Albums and #11 on Top Latin Album charts. He was named "Artist on the Rise" by Billboard and Spotify in 2019. Early 2020, he received his first nomination for iHeart Radio Music Awards for Best New Latin Pop-Urban artist and received two nominations for Premios Lo Nuestro for New Artist-Male and Remix of the Year. Sech is headlining his first U.S. tour starting in February 2020.



Singer/Songwriter Arath Hércules wrote his first song at age 8 and hasn't stopped since. Hércules has been signed to Universal Music Publishing Group Mexico and Sony Music Mexico exclusively. His debut album *Balboa* will be released in March. Balboa is the name of the street where he lived and where he discovered his passion for music. Grammy Award winning producers Aureo Baqueiro and Jake Gosling produced Hércules's upcoming album which was recorded at the famed recording studios Sage and Sound in Hollywood, as well as Sticky Studios in the UK.



Honoree Walter Kolm is an influential figure in the Latin music industry. As President of Universal Music Latino/Machete U.S. he worked with artists such as Enrique Iglesias, Paulina Rubio, Juanes and many more. In 2012, Kolm launched WK Entertainment. WK Entertainment is the largest US headquartered management and artist services company dedicated to Latin acts with an all-star roster that includes Carlos Vives, Maluma, Wisin, Silvestre Dangond, CNCO, Rombai and Emilia. In 2018, Kolm was named Executive of the Year by Billboard on the Latin Power Player list.

Honoree Alexandra Lioutikoff was appointed to the role of President of Universal Music Publishing Group for Latin America and US Latin in 2019. She became the first woman to hold the post and is currently the only woman to hold the position of President for a multinational Latin music company.



A 20-year music industry veteran she leads UMPG's US Latin market and the Latin American region overseeing operations across 19 countries. Lioutikoff has been instrumental in growing the inclusion of Latin writers and songs into the global music market, including film and TV. Some of the songwriters, artists, producers and publishers she has signed to UMPG include Romeo Santos, Anitta, Espinoza Paz, Rvssian, Bruno Martini, Young Martino, MadMusick, Raymix, Christian Nodal, MonLaferte, IconMusic, Rich Music and their artist roster and Roc Nation Latin Publishing artists.

Emmy Award winning actress and television personality Clarissa Molina will host the event. Molina appears daily on the hit show *El Gordo y la Flaca*, Univision's award-winning daily entertainment news program. She presents news about music, entertainment, social media and many other topics of interest. She also interviews current artists and keeps viewers up-to-date on the latest trends. She has acted in both television and film and most recently hosted *Behind the Scenes* at RocNation's *Made in America* Festival in Philadelphia. She also co-hosted *TIDAL X Rock the Vote* concert.

Bruno Del Granado of CAA serves as Chairman of the Martell in Miami committee and Chairman Emeritus are Gloria & Emilio Estefan. For tickets or sponsorship opportunities visit www.martellinmiami.org or call 646-841-1394.

The Martell in Miami Executive Committee includes Frank Amadeo (Estefan Enterprises, Inc), Leila Cobo (Billboard Latin), Betsy & Rudy Perez (Latin Songwriters Hall of Fame), Ruben Rodriguez (Ruben Rodriguez Entertainment), Afo Verde (Sony Music Latin Iberia), Mariette Warner (Live Famously) and Inigo Zabala (Warner Music, Latin America & Iberia).

ABOUT THE T.J. MARTELL FOUNDATION

The T.J. Martell Foundation is the music industry's leading foundation that funds innovative medical research focused on finding treatments and cures for cancer. The foundation was founded in 1975 by music industry executive Tony Martell and his colleagues in loving memory of his son T.J., who died of leukemia. The Foundation has provided more than \$280 million dollars for research that supports nine flagship hospitals in the United States. For more information visit

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