

J BALVIN 'MAKES HISTORY'-DRAWING 75,000 FANS AS FIRST REGGAETON STADIUM HEADLINER @ HOUSTON R

By: Stephanie Guerrero Artist: J Balvin

Seventy-Five

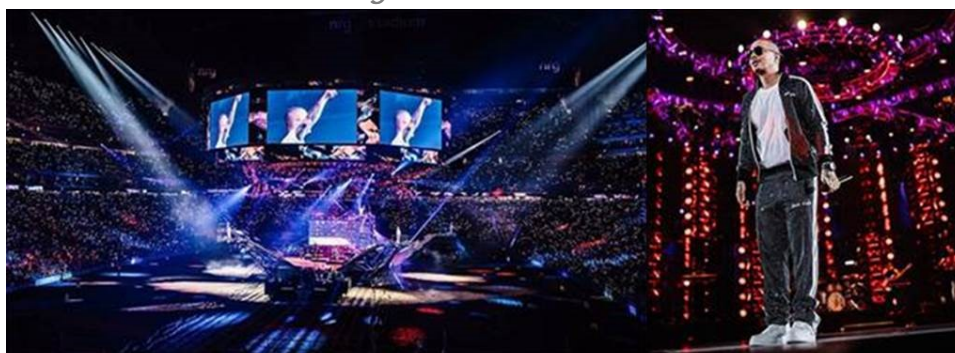
thousand stadium fans witness a reggaeton milestone, recent surprise release "Agora" topped *YouTube's Global Viral Video chart*, new collaboration "X" with Nicky Jam is the fastest ever Latin video to 100 million views, and J Balvin is the most-streamed global artist at *Deezer*,

J BALVIN "Makes History" And Gets Houston "LIT" – Drawing An Impressive SEVENTY-FIVE THOUSAND FANS As The First Reggaeton Artist To Headline The Houston Rodeo

– Watch Video Here From The Packed **NRG STADIUM** –

"Once again, J Balvin makes history. This time, the Colombian superstar became the first reggaeton singer ever to perform at RodeoHouston... in front of 75,000 fans... J Balvin [also] leads the 2018 Billboard Latin Music Awards finalists list with nods in 12 categories." – **Billboard**

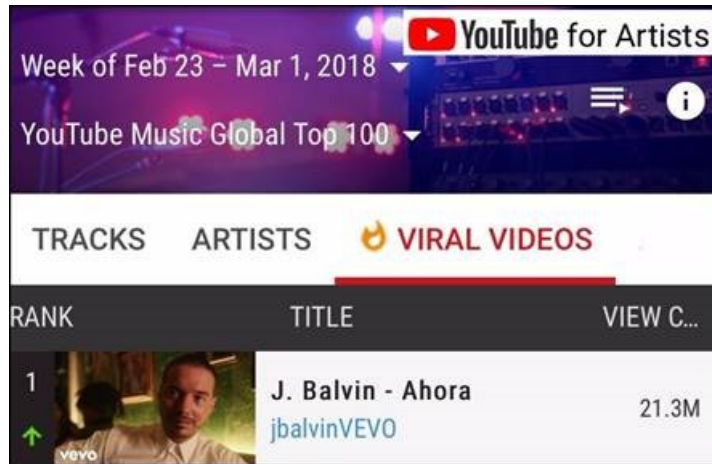
"J Balvin gets his shine on at RodeoHouston debut: J Balvin made history in many ways Tuesday night at RodeoHouston. He was the first reggaeton artist to take the rotating stage...He ran through a continuous mix of both solo songs and features: 'Machika,' 'Safari,' 'Otra Vez,' the Latino Remix of Justin Bieber's 'Sorry.' It was pulsing and energetic – like the world's grandest nightclub performance...He works an endless array of sounds and styles into what's been traditionally known as reggaeton, in turn creating a wholly new attitude and sound..By the time he closed with worldwide hit 'Mi Gente,' the entirety of the stadium was at a fever pitch. And Balvin was its shiny, commanding center." – **Houston Chronicle**



Sample J Balvin Fan Tweets During 3/13/18 Houston Rodeo Performance



Ahead Of His Highly-Anticipated New Album This Spring, J BALVIN's Recent Surprise Release of Advance Track **"AHORA"** Quickly Topped YouTube's Viral Music Video Chart. Balvin *Parcero* and Social Media Dancing Millionaire **Gianluca Vacchi** Quickly Added His Praise As Well



J Balvin Currently Appears On 4 Tracks In The *Billboard Hot Latin Songs* Top-20, Including **"X"** – A New Collaboration With **Nicky Jam** That Just Became the Fastest Ever Latin Video To Surpass 100 Million Views

J BALVIN Was Last Month's Most Streamed Global Artist At Deezer, Surpassing Ed Sheeran, Drake, Imagine Dragons and all others



J
BALVIN
Currently Holds A Field-Leading TWELVE *Billboard Latin Music Award Nominations*

J Balvin Receives
Nominations For:
Artist of the Year
Social Artist of
the Year
Hot Latin Song of
the Year "Mi Gente"
Hot Latin Song of
the Year, Vocal Event "Mi Gente"
Hot Latin Songs
Artist of the Year, Male
Airplay Song of
the Year "Mi Gente"
Digital Song of
the Year "Mi Gente"
Streaming Song of
the Year "Mi Gente"
Top Latin Album of
the Year "Energía"
Top Latin Albums
Artist of the Year, Male
Latin Rhythm Song
of the Year "Mi Gente"
Latin Rhythm
Artist of the Year, Solo

<http://www.JBalvin.com> – Facebook

– Instagram – Twitter –

YouTube – iTunes –

Spotify –