



## AMERICAN RAPPER KID INK ANNOUNCED AS MTV'S INTERNATIONAL PUSH ARTIST FOR JANUARY

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London / New York: 07 January, 2013: MTV International has announced that American Rapper, **Kid Ink** has been chosen by MTV to be its international **PUSH** artist for the month of January 2014.

As the latest new talent to be championed by **MTV PUSH** - MTV's global promotional vehicle dedicated to bringing music fans around the world the latest talent - Kid Ink will be heavily promoted across all MTV's international platforms throughout the month of January, including 63 channels in 152 territories worldwide, 40 MTV websites and 80 localised social network channels.

Kid Ink commented, "After spending over a year recording, I'm excited that *My Own Lane* is finally out and blasting off globally. Thanks for the big PUSH MTV. I'm ready to see the world!"

Kid Ink joins a roster of MTV Push artists who have since gone on to become some of today's best known and hottest acts with previous artists including **Justin Bieber, Lana Del Rey, Bruno Mars, Carly Rae Jepsen, Rita Ora, LMFAO, Jessie J, Ke\$ha** and **John Newman**.

-ENDS-

### About Kid Ink

Born on 1<sup>st</sup> April 1986 in Los Angeles, California, Kid Ink (born Brian Todd Collins) formerly known as Rockstar, is a producer and rapper signed to RCA Records who has worked with multi-platinum artists including P Diddy and Sean Kingston.

Since his transition from producer to rapper in 2010, Kid Ink's career has grown from strength to strength, teaming up with DJ Ill Will and DJ Rockstar's newly formed Tha Alumni Music Group to release popular mixtapes including *Crash Landing*, *Daydreamer*, *Wheels Up* and *Rocketshipshawty*.

In 2012, Kid Ink released *Time Of Your Life*, the first single to be taken from his debut album *Up & Away*, which was picked up by radio and sold a staggering 20,000 downloads within the first week of release on iTunes. The rapper went on to sign a deal with RCA Records in January 2013 and later in the year released the first single from his debut album, *My Own Lane*, entitled *Show Me* featuring Chris Brown. *My Own Lane* is due to be released on 3 January 2014.

### About MTV

MTV is the world's premier youth entertainment brand. With a global reach of more than a half-billion households, MTV is the cultural home of the millennial generation, music fans and artists,

and a pioneer in creating innovative programming for young people. MTV reflects and creates pop culture with its award-winning content built around compelling storytelling, music discovery and activism across TV, online and mobile. Outside of the United States, MTV is part of Viacom International Media Networks, a division of Viacom Inc. (NASDAQ: VIAB, VIA), one of the world's leading creators of programming and content across all media platforms.

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