

BoyBand FLY Takes Los Angeles by Storm

Media Alert/Interview Opportunity - YouTube Sensation Sets Sight On US Market With Kids Choice Award Nomination - Band To Visit Los Angeles March 11th

FLY, the Brazilian boyband composed of Paulo Castagnoli, Caique Gama, and Nathan Barone, will visit Los Angeles on Friday, March 11th. The band was just nominated for a Kid's Choice Award by Nickelodeon for Favourite Brazilian Artist. In Brazil, they won Best New Artist at the KCA Awards. The US KCA Awards Show is this Saturday, March 12th at 8pm (ET/PT). The band is visiting Los Angeles to attend several events as part of their US press tour, organized by VidaPrimo, the leading YouTube Network for Latin American musicians.

Discovered on YouTube

Formed three years ago and discovered on YouTube, the trio is a massive hit with young teenagers around the world, especially girls. FLY's sound is infused with pop, reggae, hip hop and indie coffee house rock with a signature "chill" vibe. The band's music mixes Portuguese and English, but FLY is currently writing and recording an EP in English.

"Three Very Special Guys"

Says FLY International Manager Finson Gallar, "3 boys with a dream in common, influenced by pop, reggae and hip hop artists. They decided to live the dream, now with over 52 million views on YouTube, 10 million in the latest music video and standing room only at all the gigs in Brazil. The trio already performed in KCA Brazil, Coca Cola Festival, and many other great stages. Now they're in studio recording in English and keeping up production on the Portuguese album to be announced later this year."

Beginnings

FLY began their career in 2013 with "Quero Você" and quickly made it into Brazil's mainstream. Their songs, such as "Seus Detalhes" and "Cabelos de Algodão," have garnered millions of views and downloads both in the US and abroad.

Fly's work has also been used by the country's leading TV network Globo for one of their shows.

Discography

Carta de Fã (Single - 2013)

Self titled Album (Album - 2013)

Current single: Cabelos de Algodão

Video Links

[Seus Detalhes](#)

[Quero Voce](#)

[Cabelos de Algodao](#)

About VidaPrimo:

Already ranked #3 worldwide by ComScore, VidaPrimo.com is a true multi-channel, multi-platform network that is the premier destination for Latin music audiences.



Through AdShare, VidaPrimo engages both fans and brands, providing advertisers opportunities to engage more Millennials in the process.

VidaPrimo is fast becoming a global media company that provides advertisers access to an exploding marketplace of US and Latin American Millennials as they consume the hottest content in the young Hispanic culture. Through contracts with 75+ of the hottest Latin Rhythm artists, VidaPrimo is one of the largest Latin Music MCNs with presence across YouTube and VidaPrimo.com. With 60mm+ monthly views in the US and over 400mm across Latin America, VidaPrimo reaches 25% of US based Hispanic Millennials and an average of 20% of Millennials in Latin American countries. The VidaPrimo advertising platform leverages its massive reach of engaged Latin Millennials and connects them with brands through high quality instream videos opportunities in front of premium content. Additionally, VidaPrimo offers display, creative product integration, custom video and activation opportunities.



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