



KYEN?ES?

New Release
"Cumbiaton"
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ABOUT

As the ultimate homage to music, KYEN?ES?, is an exciting, new concept by Saban Music Group (SMG) that focuses on musical performances. KYEN?ES? from the Spanish phrase "Quien es?" or "Who is?" is about the experience of music—the songs, sounds, and culture that resonate with audiences worldwide. This inspiring movement encourages all generations and cultures to immerse themselves in eclectic genres via original interpretations, covers, and medleys of iconic artists' hit songs.

HIGHLIGHTS

- ❖ Performed latest single "Cumbiaton" on Telemundo's Hoy Día show on August 31, 2021
- ❖ The *Reggaetonista - EP* with DJ Nelson was released on August 6, 2021
- ❖ "El Carnaval De Celia: A Tribute" was nominated for Tropical Song of the Year on Univision's 2021 Premio Lo Nuestro Award Show and Favorite Song – Tropical at the 2021 Latin American Music Awards
- ❖ Performed on Univision's "Un Nueva Dia" New Years Special on December 31, 2020
- ❖ Performed at the Calle Ocho Music Festival on October 4, 2020
- ❖ Closed out Univision's Premios Juventud on August 13, 2020
- ❖ Two days after release (7/16), "El Carnaval De Celia" was the most added song on Latin Radio, #1 on Latin Rhythm Chart, #1 on Tropical Chart, and #2 on Latin All Chart
- ❖ "El Carnaval De Celia" hit #5 on the Billboard Latin Airplay Chart and #1 on the Tropical Chart
- ❖ Launched KYEN?ES? with "El Carnaval De Celia: A Tribute" as a Tribute to Celia Cruz in July 2020

UP NEXT

- ❖ KYEN?ES? is finalizing a holiday album comprised of classic tracks and reimagined Christmas versions, slated for release on October 8, 2021
- ❖ Performing at El Dia Nacional De La Salsa in Orlando, Florida in April 2022



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