**BRAZILIAN POP SUPERSTAR ANITTA INVITES CARDI B & MYKE TOWERS TO JOIN HER ON NEW SINGLE “ME GUSTA”**

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**September 18, 2020 (Los Angeles, CA)**—Today, **Anitta** drops **“Me Gusta,”** a star-studded anthem for the last days of summer featuring**Cardi B**and **Myke Towers**. The single builds on the warm, sultry sound that’s made **Anitta** one of Brazil’s biggest breakout pop superstars. Paired with a stunning video, it’s a taste of her forthcoming album, which is  executive produced by the award-winning **Ryan Tedder.**

On September 23, **Anitta**, flanked by **Cardi** and **Towers**, will give **“Me Gusta”** its sure-to-be-sizzlin television debut on *The Tonight Show Starring Jimmy Fallon*. The Brazilian phenomenon has also been confirmed to perform at iHeart Radio’s *Fiesta Latina 2020*.

On**“Me Gusta”**thetrio spill simmering verses over a humid guitar riff, flipping effortlessly between English and Spanish. **Anitta's**gorgeous vocals float like a cloud, **Cardi's**bars are stinging and self-assured, and **Towers'** indelible tonality, flow and force prove to be the perfect counterpart for these two female powerhouses**.**It’s a song that begs for sweaty clubs and crowded beach parties — but for now, dancing in our bedrooms will do.

Quarantine has been the story of 2020 for **Anitta**, but she hasn’t let it slow her down. She’s gone live on socials nearly every day from her home in Rio de Janeiro, keeping her fans up to date on her recording process. She’s also joined **Miley Cyrus**, **J Balvin**, **Katy Perry**, **David Guetta**, **P. Diddy**, and more for chats and performances. Before the world slowed down, **Anitta** was set to take both the **Coachella** and **Rock In Rio** stages by storm in 2020.

**“Me Gusta”**is another impressive notch on **Anitta’s** belt. It follows the July release of her single **“Tócame,”**featuring **Arcangel** and **De La Ghetto**, which has amassed over 40 million cumulative streams. Earlier this summer, **Anitta** signed with **Warner Records**, the start of a fruitful partnership that has pushed her music even further. Boasting 5 Latin GRAMMY® Award nominations, 6 MTV EMA wins, nearly 5 billion YouTube views, and 6.5 billion Spotify streams, Anitta is already a star, and **“Me Gusta”**has the power to intensify her global shine even more.

**ABOUT ANITTA:**

Since breaking through in Brazil six years ago, Anitta has become the leading artist of a new generation of Latin American music. As the biggest ever global female popstar to come from Brazil, she has amassed over 48 million Instagram followers and over 14 million YouTube subscribers garnering more than 4.9 billion views. Anitta has been named among the world’s 15th most influential musicians on social media by *Billboard*. In July 2013, she released her self-titled first album, *Anitta*, which consisted of 14 new tracks, most of which were written by her. Anitta’s second album, *Ritmo Perfeito*, was released in July 2014, followed by her third album,*Bang*, in 2016. The album contained 15 original tracks and the music video for the album’s title song, “Bang,” has garnered over 396 million views since its release. Her latest album, *Kisses*, was released in April 2019 and marks Anitta’s first trilingual album with songs in Spanish, Portuguese, and English. *Kisses* was nominated for “Best Urban Album'' at the 2019 Latin GRAMMY® Awards. Since 2014, Anitta has been named “Best Brazilian Act” at the MTV Europe Music Awards for five consecutive years. She was a highlight of the 2016 Rio Olympic Games’ Opening Ceremony, where she performed alongside Brazilian singer/songwriters Gilberto Gil and Caetano Veloso. Anitta has graced the covers of countless magazines including *Vogue Brazil, Marie Claire Brazil, GQ Mexico,*and*GQ Brazil*. Anitta has worked with the likes of Madonna, Major Lazer, J Balvin, Diplo, Ozuna, and Maluma among others. Most recently she released “Tócame” feat. Arcangel & De La Ghetto” and “Fuego” with DJ Snake and Sean Paul. Anitta is currently in the studio recording her fifth album, which will be in English, Spanish, and Portuguese.

**ABOUT CARDI B:**

Cardi B’s rambunctious spirit and brave tongue garnered instant online popularity, rapidly increasing her fan base. She has evolved into an entertainer, actress and a renowned rapper in just a short time. Cardi rose to rap success and fame, releasing her debut studio album Invasion of Privacy in 2018. Cardi continues to be at the top of her game as the first woman with five simultaneous Top 10 hits on Hot R&B/Hip-Hop Songs Chart as well as the first female rapper with four Billboard Hot 100 #1s. Now a GRAMMY AWARD WINNING rap superstar, Cardi’s 3x Platinum selling debut album Invasion of Privacy debuted at #1 on the Billboard 200 chart. The album includes the 9x RIAA platinum certified classic, “Bodak Yellow and all 13 tracks on Invasion of Privacy have been RIAA certified Gold or higher – making Cardi the first female artist to achieve this feat. Cardi’s single “Money” is now RIAA 4x Platinum certified, “Press” is now RIAA certified Platinum, and her Platinum-certified latest release, “WAP (Feat. Megan Thee Stallion)”, proved an immediate blockbuster with a record-shattering debut.

**ABOUT MYKE TOWERS:**

Phenom Rapper/Songwriter Myke Towers has earned his place in the music industry as one of the youngest and most successful interpreters of his time. His ability to compose songs, complemented by his deep voice and a talent on stage that hypnotizes fans, has earned him a place of respect and recognition in a competitive Latin Urban industry. The young Puerto Rican artist has recently collaborated with some of the genre’s biggest names including Bad Bunny, Becky G, Farruko, Maluma, Piso 21, Sech, Yandel, Amenazzy, and Arcangel amongst others. In early 2020, Towers debuted his critically acclaimed sophomore album, “Easy Money Baby” at number #1, has accrued over a billion streams combined and has been certified 2X Platinum by the RIAA. In addition, he has received the following certifications “La Playa” (5x Platinum), “Diosa” (3x Platinum), “La Playa Remix” (1x Platinum), “Si Se Da” (9x Platinum), “Si Se Da Remix” (7x Platinum) and “Girl” (3x Platinum). In July he released "Michael X," as an ode to the Black Lives Matter movement and the late George Floyd. The song also focused on other social injustices, systemic racism, politics and the global pandemic. Towers has rapidly become one of the most sought after rappers coming from the “new” generation of the Urban music scene.

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