

PRESS RELEASE

18th Edition of the Mawazine Festival Rhythms of the World

**Mawazine will vibrate to the sounds of US Hip Hop with
BLACK EYED PEAS**

Rabat, April 23rd, 2019: Under the High Patronage of His Majesty King Mohammed VI, the 18th edition of the Mawazine Festival - Rhythms of the World is pleased to announce the arrival of THE mythical group of the last twenty years, Black Eyed Peas, who will perform exclusively on the stage of the OLM Souissi on June 25th, 2019!

Born from the association of three young Californian fans of hip-hop (Will.i.Am, Apl of Ap and Taboo), Black Eyed Peas is an staple group whose sales figures are impressive: over 35 million albums and 21 million singles sold in less than 15 years. Using rock, pop, funk or even salsa sounds, the band has developed a unique style by offering an alternative to classic west coast rap.

In the early 1990s, after notable collaborations with Macy Gray, Mos Def, De La Soul and Wyclef Jean, singer Fergie joined the original trio. An association synonymous with success, as *Elephunk* (2003), the third album, is a hit with their first single *Where Is The Love?* featuring Justin Timberlake. In 2005, *Monkey Business* brings together Sting, Jack Johnson and James Brown. With hits like *Don't Phunk With My Heart*, *Don't Lie* and *Pump It*, the record sold over ten million copies!

The following years confirm the incredible success of the group. In 2009, the album *The E.N.D.*, allows the group to win the world over with the title *Boom Boom Pow*, which remained number one for ten weeks in the United States, as well as *I Gotta a Feeling*. Across the Atlantic, the song produced by David Guetta, becomes the most popular and remains at the top of the charts for fourteen weeks.

After a break in 2011, Black Eyed Peas returned to the stage in 2015 with a collaboration with David Guetta at the Coachella festival. In 2017, they followed up with a world tour and a return to hip-hop origins the following year, with the opus *Masters Of The Sun Vol 1* which immerses in the group's hip-hop and soul influences.

Useful information:

18th edition of the Mawazine Festival - Rhythms of the World from the 21st to the 29th of June 2019.

Black Eyed Peas will perform on the OLM Souissi on Tuesday, June 25th



About the Mawazine Festival - Rhythms of the World

Established in 2001, the Mawazine Festival Rhythms of the World is the essential rendezvous for music amateurs in Morocco. With over 2.5 million festivalgoers for each of its last editions, it is considered the second largest cultural event in the world. Organized every year for nine days, Mawazine offers a rich and demanding program that mixes the biggest stars of the world and Arabic repertoire, making the cities of Rabat and Salé the scene of exceptional encounters between the public and renowned artists. Very committed to the promotion of Moroccan music, Mawazine devotes more than half of its programming to the talents of the national scene. Bearer of the values of peace, openness, tolerance and respect, the festival offers free access to 90% of its festival-goers, making the accessibility of the public an essential mission. It is also a major support to the regional tourism economy and a leading player in the creation of a real entertainment industry in Morocco.

About Maroc Cultures Association:

Created in 2001, Maroc Cultures is a non-profit organization whose main mission is to guarantee the public of the Rabat-Salé-Zemmour-Zaër region a cultural and artistic animation of a professional level worthy of the Moroccan capital. Echoing the fundamental values of His Majesty King Mohammed VI's development policy, Maroc Cultures concretizes this noble mission through the Mawazine Festival Rhythms of the World as well as organizing various events, multidisciplinary symposiums, art exhibitions and concerts.