

Bruno Mars to receive 2017 iHeartRadio Innovator Award at the iHeartRadio Music Awards

Thursday, February 23, 2017

**TURNER**

Bruno Mars to Receive the 2017 iHeartRadio Innovator Award At the iHeartRadio Music Awards on Sunday, March 5, Simulcast Live on TBS, TNT & truTV

The **iHeartRadio Music Awards** will honor **Bruno Mars** with its most prestigious award of the evening, the **2017 iHeartRadio Innovator Award**. The fan-fueled fourth annual televised music event will feature the biggest names in entertainment, bringing the music of the iHeartRadio app to life **Sunday, March 5, live on Turner's TBS, TNT and truTV at 8 p.m. (ET)/5 p.m. (PT)** from the historic, "Fabulous" **Forum in Los Angeles**. The iHeartRadio Music Awards will broadcast simultaneously on iHeartMedia stations nationwide and across the iHeartRadio digital music platform.



iHeartRadio will honor 21-time Grammy Award nominee and multiple Grammy winner Bruno Mars for his unparalleled contribution to popular culture and the music industry. In addition to a highly anticipated performance, the critically acclaimed singer, songwriter, producer and director who recently released his second single "That's What I Like" from his third studio album, is also nominated in the 2017 iHeartRadio Music Awards' Best Cover Song category.

Mars has sold over 170 million singles, making him one of the best-selling artists of all time. This past November, he released his brand new hit single "24K Magic," which marked his highest single debut on the Billboard Hot 100. Additionally, the album *24K Magic* and its lead single simultaneously hit No. 1 on the iTunes Overall Albums and Overall Songs charts week of release, garnering Mars his highest first week album sales debut. The single has since climbed to No. 4 on the Billboard Hot 100 and has officially been certified PLATINUM by the RIAA. To celebrate the new album, Mars unveiled plans for his massive upcoming "24K Magic World Tour", which sold over 1 million tickets in a single day.

As a singer, songwriter and producer, Bruno Mars has an impressive catalog of 35 Hot 100 hits. In 2015, Bruno Mars dominated charts with hit single "Uptown Funk." The worldwide smash is the longest-leading Billboard Hot 100 single of the 2010s, and is only the 10th single in the Hot 100's 57-year history to spend at least 14 weeks at Number 1. "Uptown Funk" took home 3 GRAMMY Awards this past year, including the coveted Record of the Year award. This past February, Mars returned to the Super Bowl Halftime stage to perform alongside Beyoncé and Coldplay at the Super Bowl 50 Halftime Show. In 2014, Mars made NFL history with the second most watched Super Bowl Halftime Show, which saw a record-breaking total viewership of over 115.3 million, all while being the youngest artist ever to serve as the sole NFL Super Bowl Halftime headliner. According to Billboard, Bruno Mars scored his first five Hot 100 No. 1s faster than any male since Elvis Presley.

"We are proud to have Bruno join Pharrell Williams, Justin Timberlake, and U2 in the elite group of iHeartRadio Innovators," said **John Sykes, President of Entertainment Enterprises for iHeartMedia**. "From the start of his career Bruno has been fearless in his approach to all things creative. This award was made for him."

"Bruno Mars has raised the bar for both performers and musicians worldwide," said **Tom Poleman, President of National Programming Group for iHeartMedia**. "Not only does he have incredible passion for his craft, but he has the talent to back it up. Bruno has reinvented music pop culture and we are honored to present him with one of the most prominent awards of the evening."

"I'm incredibly honored to be presented with this year's iHeartRadio Innovator Award," said Mars. "I'm excited to take the stage for the first time at the annual iHeartRadio Music Awards."

About the iHeartRadio Music Awards

For the fourth straight year, the iHeartRadio Music Awards will celebrate the amazing music that was heard throughout the year across iHeartMedia radio stations nationwide and on iHeartRadio.

The evening will be hosted by **Ryan Seacrest** and will include performances by **Bruno Mars, Katy Perry, Ed Sheeran, The Chainsmokers, Shawn Mendes, Thomas Rhett, Noah Cyrus** and **Big Sean** with more to be announced. The telecast will also feature surprise first-time duets and collaborations, celebrity guest appearances, live award presentations, and exclusive can't-miss special performances. This is the second year for the Turner networks to simulcast the event.

Nominees for the iHeartRadio Music Awards were announced on January 4 and the full list of category finalists can be found at iHeartRadio.com/Awards. Fan voting will determine this year's Best Fan Army presented by Taco Bell, Best Lyrics, Best Collaboration, Best Cover Song, Best Song from a Movie and the first-ever Best Music Video, Social Star Award and Best Underground Alternative Band awards. Social voting for the Social Star Award and Best Fan Army presented by Taco Bell award began through iHeartRadio's social sites and in the iHeartRadio App on January 3 and social voting for all other categories began on January 4. Voting will close on February 24 with voting for the Social Star Award and the Best Fan Army presented by Taco Bell award continuing through the evening of the awards on March 5. Fans can vote by visiting iHeartRadio.com/Awards.

Proud partners of the 2017 iHeartRadio Music Awards include Bioré® Skincare, Chase, Coors Light®, eBay, ICE BREAKERS, Taco Bell, Saban's Power Rangers, The All-New 2017 Subaru Impreza® and T-Mobile.

The awards are produced by iHeartMedia and Den of Thieves. Executive Producers for iHeartMedia are John Sykes, Tom Poleman and Lee Rolontz. For breaking news and exclusive iHeartRadio Music Awards content visit iHeartRadio.com/awards or follow the social buzz on Twitter, Facebook, Instagram and

Google+.

About Turner

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About iHeartMedia

With over a quarter of a billion monthly listeners in the U.S. and over 85 million social followers, iHeartMedia has the largest national reach of any radio or television outlet in America. As the leader in multiplatform connections, it also serves over 150 local markets through 858 owned radio stations, and the company's radio stations and content can be heard on AM/FM, HD digital radio, satellite radio, on the Internet at iHeartRadio.com and on the company's radio station websites, on the iHeartRadio mobile app, in enhanced auto dashes, on tablets, wearables and smartphones, and on gaming consoles.

iHeartRadio, iHeartMedia's digital radio platform, is the fastest growing digital audio service in the U.S. and offers users thousands of live radio stations, personalized custom artist stations created by just one song or seed artist and the top podcasts and personalities. With over a billion downloads, iHeartRadio reached 95 million registered users faster than any other radio or digital music service and even faster than Facebook.

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