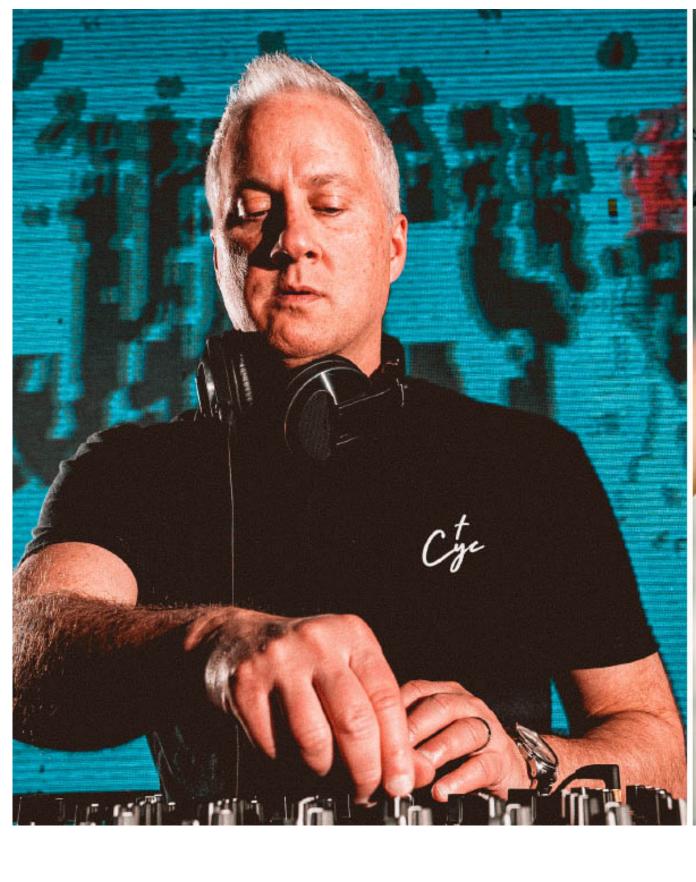
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NEW RELEASES

Robbie Rivera Releases First Track Under Relaunched Juicy Music Label 'Jump Up' Feat The Melody Men

By Klaus August 26, 2022



anticipated debut track "Jump Up" features Rivera's signature

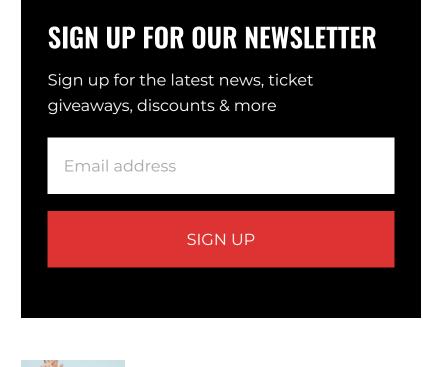
bring a new chapter for artists in the dance music industry. With a

again-the reimagined labels' first track release does exactly that.

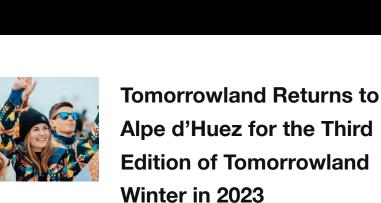
Jump Up

songwriters The Melody Men.



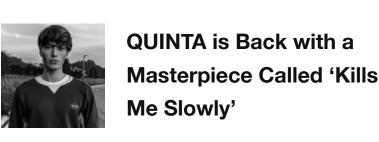


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Latest Release 'Wherever The Wind Blows'



Electric Polar Bears Bring on JD Farell, Yanweinstock, and Wish I

War For 'Cloudy Heart' **Remix EP Quarterhead & Camden Cox Declare 'System**

EDMNOMAD - EDM Fe...

3:02

2:21

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3:18

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Demi Kanon, Atmozfears, C...

Robbie Rivera, The Melody ...

Jonas Blue, Louisa Johnson

Dynamite (TNT)

Always Be There

Vini Vici, Mira Feder

2 Kills Me Slowly

QUINTA

3 Jump Up

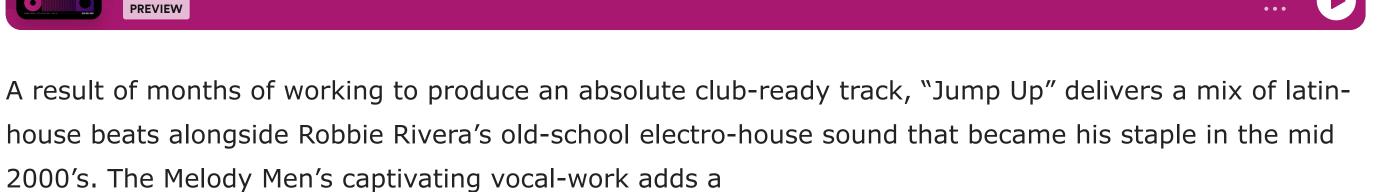
Rapture

No Good

MORTEN

Overload' in Explosive

New Single



Juicy Music since it's announced relaunch last month. Featuring UK-duo The Melody Men, the much-

electro-house style layered with percolating, high-energy vocals. The Juicy Music imprint made waves last

month when Rivera teamed up with ex-Spotify executive Austin Kramer and Novation Holdings Inc. to

mission to break down genre-barriers, blend older sounds with the new, and focus in on the music once

commercial sound that is sure to captivate dancefloors across the globe. "This is one of the longest songs I've ever worked on. I couldn't produce the right track that made me shake my head to the beat!", Rivera explains. "I needed help so I asked my friends Matteo Mussoni,

Chriz Samz, and Dero to adjust the sound and add some edits on the vocals- then boom, it was ready. I tested it in Miami at Le Rouge and the crowd absolutely loved it. I finally noticed that I was shaking my head while playing it, so I knew it was finished."

versions, piano chords, and synths, Rivera decided that it was important to go back to his roots for Juicy

The song was originally meant to be a driving tech-house arrangement- but after compiling different

Music's first release. Growing up in Puerto Rico, Rivera's unique style derives elements from his

upbringing, such as reggae and dancehall influences, which lead to him bringing on London-based

"I grew up in the Caribbean and reggae was a huge part of my musical upbringing. The Melody Men are extremely talented at producing great hooks and amazing tracks that work well alongside these genres. After working with them on the single, 'Switch It', I figured let's try it again for another tune!" - Rivera on collaborating with The Melody Men

Saeed Younan, David Guetta, Tom & Collins, and Tom Stephan in the early stages of their careers. With Tomorrowland radio-host Austin Kramer as their newest partner, the team will add many more rising artists to their roster while Rivera focuses on fusing them with the label's legendary original sound. Over

Since 1996, Juicy Music has established its' name as one of the most influential record groups in the

tracks from artists such as Steve Angello, Sebastian Ingrosso, David Tort,

dance music scene. It was solidified as one of the first labels on Beatport and iTunes Dance-signing on

the course of the coming months, a combination of both next-generation producers and industry titans alike are set to release singles and EP's on Juicy Music. With this debut release, Rivera hopes to establish that although the relaunched label may be looking forward- the roots of the project still focus on bringing multiple genres and artists together as a synchronous community in dance music.

Robbie states, "I wanted the first release to show that Juicy Music is still about making club tunes for DJs

first- not about worrying about fitting into a specific genre because someone is telling them to do so."

Follow The Melody Men on Socials: <u>Facebook</u> | <u>Instagram</u> | <u>Youtube</u> | <u>Soundcloud</u> | <u>Spotify</u> | <u>Beatport</u>

Klaus

Felix Jaehn Releases Club Ready Anthem Via

Tomorrowland Music Called 'Winds May Change'

Download and Stream: https://fanlink.to/jumpUp

Follow Juicy Music on Socials: Instagram | Website | Twitter

Follow Robbie on Socials: <u>Facebook</u> | <u>Instagram</u> | <u>Twitter</u> | <u>Soundcloud</u> | <u>Spotify</u> | <u>Beatport</u>

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