



NEWS PHOTOS RELEASES

 **ToniAnn Romeo**
September 3, 2022

ROBBIE RIVERA RELEASES ANTICIPATED NEW TRACK "JUMP UP" FT. THE MELODY MEN

MAGAZINE ISSUE NO. 4 (DECEMBER 2021)

Internationally renowned DJ, producer and label owner, [Robbie Rivera](#) has dropped a new single "Jump Up" Ft. [The Melody Men](#). The song has been out since August 26, 2022 and was Robbie's debut release on his label Juicy Music. Oof, the moment I hit play on this song I was immediately dancing in my chair. A Spanish-infused dance electronic sound that instantly gets you hyped up. Talk about twerking in your chair while you're working. "Jump



Up” is the product of months work to produce a club-ready song with latin-house beats mixed with Robbie’s old-school electronic sound. Robbie originally wanted this song to be a driving tech-house arrangement but after he had compiled different variations of piano chords and synths he decided to go back to his roots for the Juicy Music first release.

Juicy Music was established in 1996 becoming of the most influential record groups for the dance music scene. It was solidified on iTunes and Beatport as the first labels to have tracks from artists like Steve Angello, Sebastian Ingrosso, David Tort, David Guetta and many others. Robbie wanted the first release to showcase that Juicy Music was still making club music.

“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! I needed help so I asked my friends Matteo Mussoni, Chriz Samz, and Dero to adjust the sound and add

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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."

Robbie Rivera

Robbie grew up in the Caribbean with reggae being a huge part of his life. Due to a wide variety of culture, Robbie landed himself in the range of very extensive and different music catalog with original productions. He wanted The Melody Men to be on the track based on their producing skills and amazing songs. He had worked with them previously on "[Switch It](#)" and wanted to go a second round with making a track with them.

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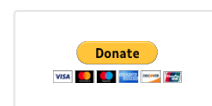
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Fun fact, The Melody Men are not men at all. They are in fact two women Dyanna and Lou who are London based. They created their name to be humorous to reflect how the industry is make-heavy. Dyanna and Lou are vocalists and producers making records in their own right while singing and writing for other artists. The talented duo has been featured on campaigns by international brands such as Vodaphone, Boots, Stella McCartney and Google. Even having their music feature on Love Island to Sky Sports Football. The Melody Men can adapt into any genre showcasing all their versatility.

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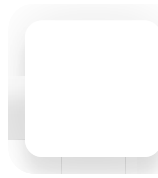
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Listen to "Jump Up" Ft. The Melody Men down below!



Jump Up

Robbie Rivera, The Mel

PREVIEW

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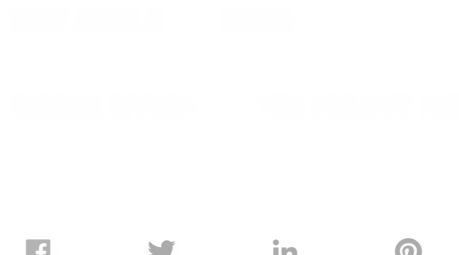
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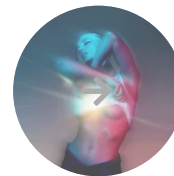


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