

## Mavado makes history with new single

Renowned Jamaican entertainer, David Constantine Brooks aka Mavado has become the first Caribbean singer to have his video exclusively premiere on Billboard after the visuals for his hit, Take It debuted on the magazine's website on Monday.

Take It, which features Jamaican-born singer/songwriter and Mansion Records recording artist, Karian Sang was initially unveiled in September, topping the BBC 1Xtra and Choice-FM charts in the United Kingdom last December as well as CHRY 105.5FM in Toronto. On the day of the video's premiere, Billboard journalist, Patricia Meschino lauded the Gully Gaad, "Now aligned with a powerful hip hop conglomerate, Mavado nonetheless has pledged allegiance to the music that birthed his career." The single was produced by Troyton Music and distributed by Zojak World Wide while the accompanying video was directed by Scorpio 21. Said video has also been featured on WorldStarCaribbean.com and YouTube, garnering thousands of views in the process. In a statement, Zojak World Wide CEO, Zoe Espitia said of the song, "Zojak World Wide/Troyton Music utilised top-tier radio DJ pools to get the track played in major markets." She continued, "The company also secured radio interviews with commercial stations in the US and Canada, and enlisted Rhona Fox of Fox Fuse as the PR for the video." The single is currently available for purchase on iTunes and other digital retailers. In the meantime, Mavado has another major international collaboration on the way in his upcoming single, Rise Up featuring DJ Khaled and Rick Ross and is putting the finishing touches on his debut album under the We The Best Music Group/Young Money Cash Money Billionaires (YMCMB) umbrella. Watch Billboard's premiere of Take It and its review of Mavado here: <http://www.billboard.com/articles/columns/the-juice/1550584/mavado-take-it-exclusive-video-premiere>