



MEDIA ALERT! MEDIA ALERT!!

Thursday, May 27, 2010
For Immediate Release

AIRIS “WITHOUT YOU” WORLD PREMIERE ON MAY 28TH 2010 ON YOUTUBE

WHAT: The World Video premiere of “Without You”

WHO: AiRis: music video directed by BET Hip Hop Award winning Director Adam Rush

WHEN: Friday, May 28, 2010

TIME: 6:00AM EST.

WHERE: www.youtube.com/airismusic

About AiRis

Greatly influenced by Mediterranean, rock, pop and African music, AiRis is truly an international Artist. Born in Cairo, Egypt to a Nigerian Father and an Egyptian mother, AiRis spent her young adult years between Nigeria, United Kingdom, and Egypt. In the Fall of 2009, AiRis moved to Nigeria to pursue her singing/song writing career and in the spring of 2010 she created AiRis Music, her own record label. In creating her music, AiRis tries to convey her feelings, experiences, and those of others in the words and rhythm of her style. Her style of music is alternative pop and soul music with various cultural influences, specifically African.

The debut video for AiRis (*Without You*) was directed by BET’s Hip Hop Award winning director Adam Rush and shot on location in Miami. Adam Rush has directed music videos for internationally acclaimed artists, Young Money, Pitbull, Lil Wayne, Dj Khaled. His recent work “Roger That” ranked #1 on the top 10 countdown for BET’s 106 & Park Countdown. His music video for Dj Khaled was nominated for video of the year BET Hip Hop Awards 08, and his live performance back grounds for, Julieta Venegas, Calle 13, Paramore, Moderatto and others have been an integral part of MTV’s Music Video Awards shows. Adams music video for AiRis will debut at an exclusive industry event in Lagos in June 2010.

AiRis teamed up with Nigerian Producer Chino Ojunta of C17 Music for her debut single “*Without you*”.

“...AiRis was great to work with. She is truly a professional who knows her craft and gives the best every time.” – Adam Rush

For more information about the video or for press materials please e-mail your request to us at info@icypr.com

For more information contact:

ICY Public Relations

Yetunde O. Taiwo

T: 305.549.3676 | **E:** info@icypr.com | **W:** www.icypr.com