



UNIVERSAL MUSIC GROUP

Media Kit

Cole Stillwagon



UNIVERSAL MUSIC GROUP

FACT SHEET

- We are Universal Music Group, the world's leading music company.
- It started in 1934 as "Decca Records USA"
- We own and operate a broad array of businesses engaged in recorded music, music publishing, merchandising, and audiovisual content in more than 60 countries.
- Our vast catalog of recordings and songs stretches back over a century and comprises the largest, most diverse and culturally rich collection of music ever assembled.
- In 2019, Fast Company named Universal Music Group the most innovative music company.
- In 2019, Fast Company listed UMG among the Top 50 most innovative companies in the world.
- We have licensing agreements with over 400 platforms worldwide.
- Select Amount of Current Artists: Ariana Grande, Billie Eilish, Carrie Underwood, Halsey, J Balvin, Kacey Musgraves, Katy Perry, Kendrick Lamar, Lady Antebellum, Lady Gaga, Maroon 5, Miley Cyrus, OneRepublic, Sam Smith, Selena Gomez, Shawn Mendes, Sia, The Weeknd, Taylor Swift, and more to be announced at a later date.



For Immediate Release

Contact: Cole Stillwagon (562) 253-9755

colestillwagon@umg.com

**Universal Music Group & iHeart Radio announces Worldwide Live Benefit Concert Event,
“Universal Love” raising money for COVID- 19 First responders.**

This one-night special event will bring together music’s biggest names for a greater purpose.

Tune in Sunday, Nov. 22 at 7 PM EST only on NBC.

Los Angeles, CA (Sept. 27, 2020)- Universal Music Group’s biggest artists are hitting the stage for one special night for the benefit of COVID-19 first responders. For the time first time in 7 months, artists will be performing for audiences around the world in a 4-hour long telecast.

The music event will take place Sunday, Nov. 22 LIVE from the newly constructed SoFi Stadium in Los Angeles, California.

Artists to Appear:

Ariana Grande, Billie Eilish, Carrie Underwood, Halsey, J Balvin, Kacey Musgraves, Katy Perry, Kendrick Lamar, Lady Antebellum, Lady Gaga, Maroon 5, Miley Cyrus, OneRepublic, Sam Smith, Selena Gomez, Shawn Mendes, Sia, The Weeknd, Taylor Swift, and more to be announced at a later date.

Along with the televised event will be a limited capacity concert for first responders only. Following Los Angeles County protocols, attendees will be 6 feet apart and are required to wear face coverings for the entire duration of the concert. Along with many other COVID safety protocols and measures.

All proceeds of the live stream will go to first responders. Included, will be an all-day phone and text hotline, where you can make donations from your home.

Sir Lucian Grainge, Chairman & Chief Executive Officer of Universal Music Group wrote,

“COVID-19 has left our world scared and defenseless within the last sixth months. Universal Music Group hopes to spread love and hope to music lovers across the globe for this one night.”



For Immediate Release

Contact: Cole Stillwagon (562) 253-9755

colestillwagon@umg.com

**Universal Music Group & iHeart Radio announces Worldwide Live Benefit Concert Event,
“Universal Love” raising money for COVID- 19 First responders.**

This one-night special event will bring together music’s biggest names for a greater purpose.

Tune in Sunday, Nov. 22 at 7 PM EST only on NBC.

Los Angeles, CA (Sept. 27, 2020)- Universal Music Group’s biggest artists are hitting the stage for one special night for the benefit of COVID-19 first responders. For the time first time in 7 months, artists will be performing for audiences around the world in a 4-hour long telecast.

WHAT: “Universal Love” Benefit Concert

WHO: Artists to Appear: Ariana Grande, Billie Eilish, Carrie Underwood, Halsey, J Balvin, Kacey Musgraves, Katy Perry, Kendrick Lamar, Lady Antebellum, Lady Gaga, Maroon 5, Miley Cyrus, OneRepublic, Sam Smith, Selena Gomez, Shawn Mendes, Sia, The Weeknd, Taylor Swift, and more to be announced at a later date.

WHEN: November 22 at 7 PM EST

WHERE: LIVE TELEVISION EVENT on NBC.

Along with the televised event will be a limited capacity concert for first responders only. Following Los Angeles County protocols, attendees will be 6 feet apart and are required to wear face coverings for the entire duration of the concert. Along with many other COVID safety protocols and measures.

RSVP: First Responder Tickets:

Available at UMG.com/universallove

Press Credentials Required

Available at umg.com/media to apply.



SCRIPT: RADIO ANNOUNCEMENT

IHEART RADIO

Ryan Seacrest: Hello everyone, we are so excited to be announcing the Universal Music Group Worldwide LIVE Benefit Concert raising money for COVID- 19 first responders. This one-night special event will bring together music's biggest names for a greater purpose. Tune in Sunday, October 25 at 7 PM EST only on NBC.

Tanya Rad: I am so excited for this concert. Not only is this a benefit concert raising money for COVID-19 first responders but it is going to have some of your favorite artists hitting the stage.

Ryan: Tanya! You are missing the most important part of the announcement.

Tanya: Oh yes! Ryan, you share that with them!

Ryan: Me and Tanya will be hosting the concert, LIVE from the newly constructed SoFi Stadium in Los Angeles, California. We will be interviewing all your favorite artists before and after they hit the stage.

Tanya: I am so ready for this concert. It is going to be an amazing night!

Ryan: Coming up after the commercial break we will be announcing the headlining artists that will be live from Sofi Stadium, October 25th at 7 pm EST.

Commercial Break

Ryan: Alright, we are back and ready to announce your headliners for the Universal Music Group Worldwide LIVE Benefit Concert. Tanya, start us off with the first batch of artists.

Tanya: Okay! Drumroll please! The first batch of artists performing are:

Ariana Grande, Billie Eilish, Carrie Underwood, Halsey, J Balvin, Kacey Musgraves, Katy Perry, Kendrick Lamar, Lady Antebellum, and Lady Gaga,

Ryan: Let me give you that second batch of artists. We've got Maroon 5, Miley Cyrus, OneRepublic, Sam Smith, Selena Gomez, Shawn Mendes, Sia, The Weeknd, and Taylor Swift also joining the concert. With additional special surprise appearances.

Tanya: Not only will you get a front row seat at home but along with the live concert, there will be a limited capacity concert for first responders only. Following Los Angeles County protocols, attendees will be 6 feet apart and are required to wear masks for the entire duration of the concert. Along with many other COVID safety protocols and measures. And when we come back we will be surprising a first responder and her family with VIP tickets to the show.

Ryan: Tune in Sunday, October 25 at 7 PM EST for Universal Music Group Worldwide LIVE Benefit Concert only on NBC. We will be right back.