

## TRACE LAUNCHES TRACE AYITI, THE WORLD'S FIRST MUSIC CHANNEL DEVOTED EXCLUSIVELY TO HAITIAN CULTURE



Afro-urban media group TRACE announces the arrival of TRACE Ayiti, the world's first channel to exclusively focus on Haitian music and culture

**HAITI : A PEOPLE AND A CULTURE WITH A GLOBAL REACH** – Haiti is a nation of 11 million people with a diaspora spread across the world, from the Caribbean to France, from the US and Canada to French-speaking Africa and Latin American countries such as Brazil, Guyana, Mexico and Chile. Haiti, the first black state to become independent in 1804, is a powerful symbol for afro-descendants worldwide. But it's also a flourishing, dense and deep culture which has left its imprint on all the arts from painting to music, literature, theatre and cinema. Its influence today knows no borders.

Among leading ambassadors of Haitian culture are figures such as **Wyclef Jean**, founder with **Lauryn Hill** and **Pras Michel** of the Fugees, a cult group which has sold 30 million albums, the legendary rappers **Jay-Z**, who has a Haitian father, **50 Cent**, **Snoop Dogg**, **Missy Elliott** and **P. Diddy**, who has used the Haitian flag in some of his clips, the young and talented **Michael Brun**, an international DJ, product of the biggest music festivals and whose "**Bayo**", inspired by the rara Haitian carnival style, African rhythms and electro beat has seduced the entire world, **J Perry**, musician and fan of reggae, pompa, and Caribbean music whose "**Bouje**" was used in the Disney film **Cars**, and also **Usher**, **Denzel Washington**, **Eddie Murphy**, **Lenny Kravitz**... not to mention francophone artists such as the singer **Gage**, the director **Raoul Peck**, the comedian **Anthony Kavanagh** or the late **Teri Moïse**.

**TRACE AYITI, UNIQUE IN THE WORLD** – For the first time, Haitian culture is getting its due recognition thanks to TRACE Ayiti. **From Kompa to Mizik Rasin, from the Kreyol & Radobay rappers to pop and Haitian gospel**, the channel offers Haiti-focused premium content with the best music videos, artist interviews, magazines, concerts and documentaries.

An offer that the region's leading artists recognise as being simply revolutionary, as they come together to celebrate the channel's launch. For Wyclef Jean, "TRACE Ayiti is incredible for the country. It will inspire an entire new Haitian generation." The Haitian-American artist **Phyllisia Ross** adds: "The fact that TRACE is giving the opportunity to a global public to discover Haiti directly through its community of artists is really important."

**Valérie Gilles Alexia, head of TRACE for France and the Caribbean:** *"The respect, friendship and collaboration between TRACE and Haiti goes back a long way. TRACE has a long-standing relationship with numerous artists in the region and we've held many special events there in the past. But the richness and diversity of Haitian culture deserved more, it merited its own channel and that's what we're excited to provide with the launch of TRACE Ayiti."*

**AVAILABILITY** – From today, TRACE Ayiti is available in Haiti and in the West Indies-Guyana region via LES BOUQUETS CANAL+ through the EVASION option on channel 173. TRACE Ayiti is also available in the rest of the world on the TRACE Play streaming service ([www.traceplay.tv](http://www.traceplay.tv)).

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#### ABOUT TRACE

TRACE is a global brand and multi-platform media and entertainment company that connects 200M viewers and listeners from 180 countries through premium afro-urban music and content across 21 TV channels, radios, events, online and mobile services .

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