



**GLOBAL POP SENSATION
JESSIE J
CELEBRATES THE SUCCESS
OF HER PLATINUM SELLING DEBUT ALBUM
"WHO YOU ARE"
WITH A HANDPRINT CEREMONY AT
PLANET HOLLYWOOD TIMES SQUARE
~ THURSDAY, MAY 19TH AT 6:00 PM ~**



WHO: **Jessie J** - - is not just a great pop artist or a great R&B artist, or even a great hip-hop artist. The British-born, Essex-bred vocalist is malleable enough to encompass several genres, while displaying vocals reminiscent of Motown-era greats. Jessie is armed with the chops to blow people away, and the song-writing skills to pen a worldwide hit.

Mix a bit of Rihanna with Gwen Stefani, add the charisma of Pink, and you will start to get an idea of what kind of girl Jessie J is. As much as she can be a voice for the hard times, those soulful, Aretha Franklin-esque vocals can also soundtrack the best of times too.

After one listen, it's clear the extraordinary Jessie J stands alone. For Jessie, her Lava/Universal Republic debut album, **WHO YOU ARE**, showcases the skills of a gifted lyricist while highlighting an unforgettable journey.

Released in stores everywhere on April 12th, WHO YOU ARE is Jessie's official introduction to the United States, and she is clearly here to stay.

Jessie recently made her debut on U.S. TV via an electrifying performance of her hit single **"Price Tag"** and **"Mamma Knows Best"** on **Saturday Night Live** and in the midst of her sold out tour of the UK, WHO YOU ARE surpassed platinum sales in that territory. Meanwhile, the album has reached the Top 5 in numerous markets around the world, and the Top 30 in 17 countries. Also, Jessie's video views have surpassed 150 million on YouTube/VEVO. This impact has solidified Jessie J as a global pop presence and provided an amazing platform for her to continue the trend in the U.S.

Jessie J is no stranger to making hits. She penned **"Party in the USA"** for Miley Cyrus, and **"I Need This"** for Chris Brown. As writer of the multi-platinum "Party in the USA," she's got a knack for an unforgettable hook and her songs are full of them. WHO YOU ARE, features production from pop powerhouses Dr. Luke [Ke\$ha, Katy Perry], Toby Gad [Fergie, Beyonce], and Claude Kelly [Britney Spears, Fantasia]. The album is an amalgam of soulful pop infectiousness, hip-hop grit, and R&B style. Live, Jessie J has proven she's a force to reckon with, stunning critics and fans with her high energy live performance and powerhouse vocals.

WHAT: **Jessie J** will be at **Planet Hollywood Times Square** to celebrate the success of her platinum selling debut album **WHO YOU ARE**, with a handprint ceremony in the restaurant's main dining room. Her handprints will later be displayed on the wall of a TBD Planet Hollywood location.

WHERE: Planet Hollywood Times Square - - 1540 Broadway (corner of 45th Street)

WHEN: Thursday, May 19, 2011 at 6:00 PM

YOUR COVERAGE IS REQUESTED AT 5:45 PM

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