



BRUNO MARS REVEALS “THE MOONSHINE JUNGLE WORLD TOUR” WILL COME TO LOUISVILLE AUGUST 18th

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Louisville, Ky. (February 20, 2013) - Atlantic recording artist Bruno Mars has unveiled details of his hugely anticipated world tour. The North American leg of “The Moonshine Jungle World Tour” will visit the KFC Yum! Center on Sunday, August 18th. Special guest Fitz & The Tantrums will join Mars in Louisville. Ticket on sale date is still to be announced. A special promo video for “The Moonshine Jungle World Tour” is now viewable here: <http://www.youtube.com/watch?v=m59LgGC4IIQ>.

The announce of “The Moonshine Jungle World Tour” comes just as “When I Was Your Man” – the latest single from Mars’ just-released sophomore album, “UNORTHODOX JUKEBOX” – has exploded into the top 10 on Billboard’s “Hot 100”, where it joins the album’s blockbuster first single, “Locked Out Of Heaven,” which recently spent six consecutive weeks atop the “Hot 100” chart. The immediate success of “When I Was Your Man” – which additionally earned honors as the week’s top “Streaming Gainer” and “Airplay Gainer” – marks the GRAMMY®-winner’s 10th consecutive single to hit the top 10, continuing his already-established status as the male artist with the longest streak of top 10 hits as a performer since his debut. Furthermore, the single’s chart ascension places Mars in the history books as the first male artist to simultaneously place two titles in the top 10 since his own “Grenade” and “Just The Way You Are” doubled up on the chart in 2010/2011.

The official companion video for “When I Was Your Man” – directed by Mars and his frequent collaborator, Cameron Duddy (“Locked Out Of Heaven,” “The Lazy Song”) – is also looking like an instant smash. The clip, which premiered earlier this month, has already drawn close to 5 million individual views at Bruno’s official YouTube channel, located at <http://youtu.be/ekzHIouo8Q4>. “When I Was Your Man” first shot to the top 10 on the iTunes “Top Singles” chart within 48 hours of its official release last year.

Mars recently led a breathtaking performance on the 55th Annual Grammy Awards fronting an all-star tribute to Bob Marley alongside the likes of Sting and Rihanna, which marked the Grammy-winner's third consecutive year to perform on the acclaimed show.

For more information and news about Bruno Mars please visit: www.brunomars.com, www.facebook.com/thatbrunomars, www.youtube.com/brunomars, and twitter.com/BRUNOMARS. For concert and ticket information, visit www.kfcyumcenter.com.

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The KFC Yum! Center is Louisville's newest multi-purpose arena that boasts a total of 721,762 square feet while offering an arena bowl exceeding 22,000 seats and four meeting rooms spanning approximately 34,000 square feet all within walking distance of more than 4,200 hotel rooms in downtown Louisville. It is home to the University of Louisville men's and women's basketball programs and is ideal for concerts, conventions, corporate events, family shows, ice shows, wrestling and more. The KFC Yum! Center is a state of the art facility with advance technology capabilities that is owned by the Louisville Arena Authority and managed by AEG Worldwide. For more information, visit www.kfcyumcenter.com.

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