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SiriusXM and Pandora to Celebrate Hispanic Heritage Month with Special El Pulso Event Featuring Anitta in Miami on October 10

Special performance to air on SiriusXM's Hits Uno and Caliente channels



NEW YORK, NY – September 19, 2024 – SiriusXM and Pandora announced today that Latin star Anitta will perform for SiriusXM and Pandora’s El Pulso event at Ice Palace Film Studios in Miami on Thursday, October 10.

SiriusXM y Pandora Presentan El Pulso con Anitta will feature the Brazilian star performing songs from her latest album *Funk Generation* as well as fan favorites. The special concert will be open to SiriusXM subscribers and Pandora listeners. Fans can RSVP to attend the show [HERE](#).

“I couldn’t be more excited to join SiriusXM and Pandora in celebration of Hispanic Heritage Month,” said Anitta. “I can’t wait to perform for my fans in Miami in this intimate setting”

“Anitta has made a significant impact on Latin music and culture throughout her career,” said Scott Greenstein, SiriusXM’s President and Chief Content Officer. “We’re so excited to give SiriusXM and Pandora listeners the opportunity to celebrate Hispanic Heritage Month with one of Latin music’s most current influential voices.”

SiriusXM subscribers will have the chance to listen to Anitta’s performance on SiriusXM’s [Hits Uno](#) (ch. 151) on Friday, October 25 at 1:00 pm ET, SiriusXM’s [Caliente](#) (ch. 152) on Friday, October 25 at 4:00 pm ET and will stream on the SiriusXM app.

With almost 200 million spins on-platform, Anitta is one of Pandora’s top streaming Latin female artists and has had huge success on El Pulso with tracks like *Envolver* and *Bellakeo*.

Sponsors of this exclusive concert include The Glad Products Company, Life Cereal, National University, and Wendy’s.

SiriusXM continues to showcase some of the biggest names in today’s Latin pop, reggaeton, dance and viral LatinX music through the dynamic [Hits Uno](#) and [Caliente](#) channels as well as a suite of Latin music channels and programming all originating from SiriusXM’s Miami amazing state of the art studios.

Long considered the leader in Latin digital music in the US, Pandora amplifies the genre’s music and culture daily through its various stations, including its #1 Latin station, [El Pulso](#).

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About Anitta

Since breaking through in Brazil, GRAMMY-nominated global superstar Anitta has become the leading artist of a new generation of Latin American music. Anitta’s single, “Envolver” (2022), became the most significant solo debut by a Brazilian artist in the history of the Spotify Global Chart and broke Anitta’s record by reaching #1 on iTunes in 19 countries. She released her album *Versions of Me* in April 2022 and earned the highly coveted Best New Artist GRAMMY nomination for the 65th GRAMMY Awards (2023). The 15-track album was released in Spanish, English, and Portuguese and holds the record of the biggest streaming week for a Brazilian artist on Spotify. It now has surpassed 1 billion streams on Spotify. Anitta is the first Brazilian artist with 35 million monthly listeners in Spotify history and the Brazilian female artist with the most charting songs in Hot 100 history. In 2022, she won an MTV Music Video Award® in the category of “Best Latin” for “Envolver,” further making history and earning her second Guinness World Record as the “first Brazilian solo artist to win the MTV VMA for Best Latin (female).” The win followed an explosive performance by Anitta, who made her VMA broadcast performance debut with “Envolver.” In 2014, Anitta was named “Best Brazilian Act” at the MTV Europe Music Awards for five consecutive years. Last year, Anitta received her second MTV Music Video Award® for “Best Latin.” At the forefront of introducing Brazilian Funk to the world, in 2023, Anitta released *Funk Generation: A Favela Love Story*, featuring the single “Mil Veces,” followed by the release of “BELLAKEO” with Peso Pluma, which is now her highest charting song on the Hot 100. Anitta closed the year by releasing “Joga pra Lua,” a single with the perfect mix of funk carioca and electronic music. These releases tease what’s to come from her highly anticipated recent album, *Funk Generation*.

Anitta, the Brazilian superstar who continues to make waves in the music industry, has been nominated in two categories for the 25th Annual Latin Grammy Awards 2024. These accolades reflect her diversity in Latin music and her global influence.

Anitta nominated for the prestigious Record of the Year award with her hit song “Mil Veces,” a video that has surpassed 41 million views on YouTube. In addition, her single “Joga Pra Lua” has received a nomination in the category of Best Urban Performance in Portuguese Language, alongside Dennis E Pedro Sampaio.

This 2024 has been outstanding for Anitta, who recently concluded a successful tour and has released new collaborations with major industry artists, including her recent single “Paradise” with DJ Khaled and Fat Joe. Her ability to connect with global audiences, her tireless dedication and passion for music continue to cement her status as one of the most influential artists of the moment.

For additional information follow Anitta:

Instagram: [@anitta](#)

Facebook: [anitta](#)

Twitter: [anitta](#)

TikTok: [@anitta](#)

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About Sirius XM Holdings Inc

SiriusXM is the leading audio entertainment company in North America with a portfolio of audio businesses including its flagship subscription entertainment service SiriusXM; the ad-supported and premium music streaming services of Pandora; an expansive podcast network; and a suite of business and advertising solutions. Reaching a combined monthly audience of approximately 150 million listeners, SiriusXM offers a broad range of content for listeners everywhere they tune in with a diverse mix of live, on-demand, and curated programming across music, talk, news, and sports. For more about SiriusXM, please go to: www.siriusxm.com.

Source: SiriusXM

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