**FOR IMMEDIATE RELEASE**

**FEBRUARY 10, 2022**

**GRAMMY-NOMINATED DUO SILK SONIC, OFFICIALLY LAUNCHES**

 **‘SILK SONIC SET’ WITH FORTNITE**

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***Duo’s Signature Style Collaboration*** ***Now Live***

***New “Icon Series” & Brand New Fortnite Radio Station ‘Icon Radio’***



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*Courtesy of Epic Games*

**LOS ANGELES, LA—FEBRUARY 10, 2022:** The official ‘**Silk Sonic Set**’ Outfits - which will allow players to select either Bruno Mars or Anderson .Paak as their in-game character style – are out now. Fortnite fans finally have the chance to access the new Outfitsand the duos’ signature Silk Sonic **Emote.**

**Silk Sonic** has officially entered the **Fortnite** universe as a duo, bringing their signature style to the game through the “Icon Series” launch including new in-game Outfits for players and a brand new in-game radio station.

Bruno Mars said: "When Fortnite asked me if I wanted to create an outfit for the game, I asked, 'Are CGI muscles off the table?' They said 'no.' I said 'deal.' I'll see you on the Island."

Anderson .Paak said: “When Fortnite agreed to give Bruno CGI muscles, I said, I’m in. He could use the help, so I support it. And it makes me cool. Win, win.”

Nate Nanzer, VP of Global Partnerships, Epic Games said: “Bruno and Anderson are long-time Fortnite favorites, and we're thrilled to welcome them to Fortnite's Icon Series. The Icon Series is a celebration of the most dynamic figures in culture -- Silk Sonic's entry will allow players to express themselves as the iconic duo with reactive signature style Outfits and accessories, and to discover new music through the new ‘Icon Radio’ station"

Kevin Weaver, President, Atlantic Records, West Coast, said: “Gaming has become a key touchpoint for music marketing and it’s crucial that we’re meeting fans where they live – which means hours and hours of immersive gameplay on platforms like Fortnite. Working with the band to execute their creative vision, for this incredible multi-faceted and first of a kind activation with our amazing partners at Epic Games, has been such a massively rewarding experience and I can’t wait to see it all brought to life.”

The first of its kind, ‘Icon Radio’ launched last week - **players can turn on the new station inside cars and listen to tracks from “An Evening with Silk Sonic”** - with one and only **Bootsy Collins** as the radio host. The station also features other popular Bruno Mars and Anderson .Paak tracks.

Individually, Bruno Mars and Anderson .Paak are long time Fortnite favorites. In September 2020, Anderson .Paak performed a ‘[Spotlight Concert Series](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.epicgames.com%2Ffortnite%2Fen-US%2Fnews%2Ffortnite-presents-spotlight-featuring-anderson-paak&data=04%7C01%7CBrittany.Bell%40atlanticrecords.com%7C5aa282717d3a4b106b1a08d9e6cbe4ea%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637794585660686442%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=3xOAREwSvfPsUDt841IUC36gkz3rX3kAnM62lTpV6KI%3D&reserved=0)’ in the game, and in April 2021, Bruno Mars’ [‘Leave The Door Open’ Emote](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.instagram.com%2Fp%2FCNLCRYXnGlx%2F%3Futm_source%3Dig_web_copy_link&data=04%7C01%7CBrittany.Bell%40atlanticrecords.com%7C5aa282717d3a4b106b1a08d9e6cbe4ea%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637794585660686442%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=ZUPQfHdfk2XAMJ9I0fHaDZKV45zCBZUTY%2BLPqeUUbh0%3D&reserved=0) (a dance players can perform in the game) came to Fortnite.

See the [Fortnite blog post](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.epicgames.com%2Ffortnite%2Fnews%2Fthe-fortnite-icon-series-opens-the-door-to-silk-sonic-duo-bruno-mars-and-anderson-paak&data=04%7C01%7CBrittany.Bell%40atlanticrecords.com%7C5aa282717d3a4b106b1a08d9e6cbe4ea%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637794585660686442%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=KanLbCAk1B6Vy5RDbe9Cy3%2BNuPkE4Bni8l84KJktJ0o%3D&reserved=0) for more information.

**ABOUT SILK SONIC:**

Silk Sonic introduced “[Leave The Door Open](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fsilksonic.lnk.to%2FLTDOPR&data=04%7C01%7CBrittany.Bell%40atlanticrecords.com%7C5aa282717d3a4b106b1a08d9e6cbe4ea%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637794585660686442%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=AoQbKYSrz8Phkq8N3jsOtkkqv6lRZKc%2Bn%2B8tKRj6Kok%3D&reserved=0)” in March 2021 alongside an [official music video](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fsilksonic.lnk.to%2FLTDOPR%2Fyoutube&data=04%7C01%7CBrittany.Bell%40atlanticrecords.com%7C5aa282717d3a4b106b1a08d9e6cbe4ea%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637794585660686442%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=3SQ6CLtNOzGCD3Eh88DApReRwH1UNbuVM9s4FIm2w3g%3D&reserved=0) directed by Mars and Florent Déchard, which won *Best R&B Video* and *Best Editing* at the 2021 MTV Music Video Awards. The track was followed by a hugely popular social media campaign, *#LetSilkSonicThrive*, which earned them a debut live performance at the [GRAMMY® Awards](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.grammy.com%2Fgrammys%2Fvideos%2Fsilk-sonic-leave-door-open%25E2%2580%25AF-%25E2%2580%25AF2021-grammy-awards-show-performance&data=04%7C01%7CBrittany.Bell%40atlanticrecords.com%7C5aa282717d3a4b106b1a08d9e6cbe4ea%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637794585660686442%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=5HdNzAKHjF4OIUlO6QGktpTHuY2Ro1IKRXWoMHUtdRU%3D&reserved=0) (plus a [powerful tribute](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fmms.tveyes.com%2FMediaCenterPlayer.aspx%3Fu%3DaHR0cDovL21lZGlhY2VudGVyLnR2ZXllcy5jb20vZG93bmxvYWRnYXRld2F5LmFzcHg%252FVXNlcklEPTgyMDM3OCZNRElEPTE0NzM0OTgzJk1EU2VlZD01MjM5JlR5cGU9TWVkaWE%253D&data=04%7C01%7CBrittany.Bell%40atlanticrecords.com%7C5aa282717d3a4b106b1a08d9e6cbe4ea%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637794585660686442%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=jmYzUC6fzn4f0h9vJO5%2FtBnR41jWWJjGqp1XhZoGQ8w%3D&reserved=0) to Little Richard) followed quickly by iconic live sets at the [iHeartRadio Music Awards](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DTr479M9JQ1U&data=04%7C01%7CBrittany.Bell%40atlanticrecords.com%7C5aa282717d3a4b106b1a08d9e6cbe4ea%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637794585660686442%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=9ExApRWbfwUqUR2S%2F0Gj8XIWx3gztkuQOBMgTHdR8Wk%3D&reserved=0) and the [BET Awards](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3D8FpI8QINu3ohttps%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3D8FpI8QINu3o&data=04%7C01%7CBrittany.Bell%40atlanticrecords.com%7C5aa282717d3a4b106b1a08d9e6cbe4ea%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637794585660686442%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=e0Gud5n2f3nHHYj1hOP1JACbWkjHq87oiNHeiIrQEcs%3D&reserved=0). “Leave The Door Open” became Silk Sonic’s first #1 single on the *Billboard Hot 100*, spending two non-consecutive weeks at #1 and 18 consecutive weeks in the top 10. In the meantime, their infectious [jingle](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DH8PDB2-Q-QQ&data=04%7C01%7CBrittany.Bell%40atlanticrecords.com%7C5aa282717d3a4b106b1a08d9e6cbe4ea%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637794585660686442%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=8HwKriNvMnRZkB52vfnmDpJIfltzVpKwnGK07oxi6JA%3D&reserved=0) co-written and performed for SelvaRey Rum amassed widescale praise over the summer. The duo then coasted into their sophomore release of “[Skate](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fsilksonic.lnk.to%2FSkateVideoPR&data=04%7C01%7CBrittany.Bell%40atlanticrecords.com%7C5aa282717d3a4b106b1a08d9e6cbe4ea%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637794585660686442%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=SG%2FW1gZupB%2Biq7VtqRlZZYtRLusjXiqyHIRe%2FW5A87U%3D&reserved=0),” which saw them glide into a second top 10 hit on Billboards Hot R&B/Hip-Hop Songs as it debuted at #4 and began as the genre’s best-selling song of the week. “[Smokin Out The Window](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fsilksonic.lnk.to%2FSOTWVideo&data=04%7C01%7CBrittany.Bell%40atlanticrecords.com%7C5aa282717d3a4b106b1a08d9e6cbe4ea%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637794585660686442%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=1PKvyup8NkDR4GNoYsVI96A0N75WnuzkosdDWQ6JDhI%3D&reserved=0)” arrived last week with [Billboard](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.billboard.com%2Farticles%2Fcolumns%2Fpop%2F9655771%2Fbruno-mars-anderson-paak-video-smokin-out-the-window&data=04%7C01%7CBrittany.Bell%40atlanticrecords.com%7C5aa282717d3a4b106b1a08d9e6cbe4ea%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637794585660686442%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=e1tA6pAu78RwMlyLL4U0hTwG95wC%2F1ImrSY1C1vqs9c%3D&reserved=0) noting how “Anderson .Paak and Bruno Mars take it all the way back to the 1970s Soul Train era in the retro video. [It]finds them going through their choreo on an old school TV set while rocking wide lapel tuxedo jackets.” [*An Evening With Silk Sonic*](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fsilksonic.lnk.to%2FAEWSS&data=04%7C01%7CBrittany.Bell%40atlanticrecords.com%7C5aa282717d3a4b106b1a08d9e6cbe4ea%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637794585660686442%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=AHFdEK23Y%2Fje8YGKU6ZoPwrw8UXPz1SrbnvcQtqsqfE%3D&reserved=0) is out now.

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