

BECKY G (Bio)

Becky G was born for the spotlight. The 19-year-old star, whose achievements already include a number one hit on the Billboard Latin Charts (“Can’t Get Enough” with Pitbull), scoring a breakout role on the top-rated FOX drama series *Empire* and landing her first feature film role in Lionsgate’s anticipated *Saban’s Power Rangers*, is embarking on a multifaceted career shaping up to be nothing short of iconic. Next up on the teenage sensation’s feverish agenda? Her long-awaited album, a debut the proud Mexican-American artist is recording fully in Spanish.

“I’m trying something new,” Becky says in regards to the project, which follows up 2013’s *Play It Again* EP. “I’m so proud of my roots and I’ve always loved Spanish music. Because I’m such a big fan and I knew I could make it, I felt like, why not? I had just finished filming *Power Rangers* and it was the perfect time to start a new chapter.”

Becky describes the album as “urban with mainstream pop appeal,” a fun, story-driven set to serve as inspiration for her devoted “Beasters” fan base—including 14 million supporters following her every move on social media.

“Each of the album’s songs, for me as the artist, is very inspiring,” says Becky. “It’s easy to visualize the music videos, the stage choreography at tours and award shows. There’s a dynamic to each song, a lot of texture and a lot of layers. Even if you don’t speak the language, music is universal (as we know) and it’s something everybody speaks.”

The album’s buzz single “Sola” debuted at #1 on the iTunes Latin Pop chart. The song’s video, which Becky co-directed, amassed more than 15 million views on YouTube in less than three weeks. “It was time for me to dabble into the crossover world,” she says of her present musical direction.

In the upcoming Hollywood reboot of *Power Rangers* (due March 24, 2017) Becky plays Trini, the “Yellow Ranger.”

“Trini is very special to me,” Becky describes. “One, because she’s the debut character I get to play in my first feature film and two, because she’s not aware of her own strength yet she’s very powerful. It’s a true coming of age story and I learned a lot about myself playing her. I love how empowering she is.”

Armed with an unrivaled work ethic (as a nine-year-old, she convinced her parents to allow her to start going to auditions for commercials to contribute to the family’s income after they lost their home and moved into her grandparents’ converted garage), Becky’s singing, writing and production talents as a young teen first came to the attention of Kemosabe Records’ founder Dr. Luke through YouTube covers, in particular her version of JAY Z and Kanye West’s “Otis.”

“I would have signed her off that video alone,” Dr. Luke says. “I was 100 percent in. She has so much personality and her voice just pops out of the speakers. Then

I met her and discovered she could also sing and play the guitar and I thought, 'This is even better.' Then I found out she could write and it was like, 'What else are you going to tell me, that you're also Van Gogh?' Her potential is limitless."

A current CoverGirl® spokeswoman, Becky was recently honored by her home city of Inglewood, California for contributions to the Hispanic community—including recording 2015's "We Are Mexico," a song Becky released in response to Donald Trump's remarks against illegal Mexican immigrants—and has been one to watch since her official debut single "Becky From The Block" received instant acclaim in 2013 (the video racking up 55 million views on YouTube, with a cameo from Jennifer Lopez). Recognized as one of *Rolling Stone's* "18 Teens Shaking Up Pop Culture," Becky will next be heard as lead voice talent in animated comedy *Gnome Alone*, slated for a spring 2017 release.

AWARDS

- Best Style Award, Premios Juventud (2016)
- Artist With The Best Style, Radio Disney Awards (2016/2015)
- Inspira Award, Hispanic Heritage Awards (2015)
- Catchiest New Song, Radio Disney Awards (2015)
- Favorite Hit, Premios Juventud (2015)
- Best New Artist, Radio Disney Awards (2014)

TELEVISED PERFORMANCES

- "Superstar" w/ Pitbull, COPA America Centenario (2016)
- "Mangu", Latin American Music Awards (2016)
- "La Temperatura" w/ Maluma, Latin Grammy Awards (2014)
- "Sola", Premios Juventud 2016
- "Can't Stop Dancing", Premios Juventud 2015
- "Shower", Premios Juventud 2014

MAJOR TOURS

- J. Balvin (2015)
- Katy Perry (2014)
- Demi Lovato (2014)
- Jason Derulo (2014)
- Austin Mahone (2014)