

Last Update: 01/09/11

**wea**



**Merchandise**



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**ARTIST: Bruno Mars**

**TITLE: Polaroid Juniors T-Shirt Yellow (L)**

Label: ANM/Atlantic Non-Music  
Config & Selection #: MH 501512 L  
Street Date: 12/20/10  
Order Due Date: 11/30/10  
UPC: 075678831607  
Box Count: 12  
Unit Per Set: 1  
SRP: \$20  
Alphabetize Under: B

**OTHER SIZES:**

[MH:075678831621 Polaroid Juniors T-Shirt Yellow \(S\)\(\\$20\)](#)  
[MH:075678831614 Polaroid Juniors T-Shirt Yellow \(M\)\(\\$20\)](#)  
[MH:075678831591 Polaroid Juniors T-Shirt Yellow \(XL\)\(\\$20\)](#)



**TOURS**

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Rohre  
Stuttgart Germany

03/10/11  
Manchester Club Academy  
Manchester United Kingdom

**DESIGN**



**AVAILABLE MERCH**



[Greetings Slim Fit T-shirt  
White](#)



[Amazing Juniors T-Shirt  
Black](#)

**ALBUM FACTS**

**Genre:** Pop

**ARTIST & INFO**

**Hometown:** Los Angeles

It's better if you don't understand; just listen and have a good time. That's the response Bruno Mars will give you with a smile when asked to describe his sound and music. He would much rather sing, perform, and write his songs than talk about them, but that is becoming more and more unavoidable these days. It might seem that Mars appeared out of nowhere, co-writing, producing and performing on B.o.B's #1 "Nothin' On You" followed by Travie McCoy's chart-climbing "Billionaire", but he makes one thing clear: "It's not an overnight success".

Mars is a multitalented singer, songwriter, producer and musician who feels most at home when he's performing. Born to a musical family in Honolulu, Hawaii, he was practically raised on the stage. His father, a Latin percussionist from Brooklyn, organized a Vegas-style revue that featured the entire family, including his mother, a talented vocalist. When a four-year-old Mars observed his family performing Motown hits, doo-wop medleys and impersonations for enthusiastic crowds all over his native Waikiki Beach, "I was jealous!" says Mars with a laugh. "My dad put me on stage and I remember singing an Elvis song and that was it. Ever since that moment, I've been addicted."

As soon as he graduated high school, Mars left Hawaii for Los Angeles with dreams of launching his career as a performer. Those dreams got put on hold, however, when The Smeezingtons, the songwriting/production team he founded

with Philip Lawrence and Ari Levine, suddenly took off. The pair has crafted major hits for a diverse roster of talent, including Flo Rida's "Right Round", Travie McCoy's "Billionaire", Brandy's "Long Distance" and K'Naan's "Waving Flags", which is the theme song for the upcoming World Cup.

On the heels of "Nothin' on You" and "Billionaire" and as a preview of what's to come from Bruno Mars, Elektra Records released a 4-song EP aptly titled "It's Better If You Don't Understand". The title is taken from a lyric to "The Other Side"; one of the songs included that features Cee-Lo Green and re-teams Mars with B.o.B. The EP has gone on to sell over 20,000 units to date.

In preparation for his full length debut, Bruno recently released his first single "Just The Way You Are". The single is already in heavy rotation across Top 40 stations nationwide and has sold over 200,000 units to date.

Although he's incredibly proud of the recordings, Mars feels the best way to experience the sound is to see him perform live with his band. "That is what I'm most excited for - taking these songs and traveling them around the world." The only place he would rather be than in the recording studio, is with his band on stage - where he grew up. "I think people are really going to gravitate towards the live show. We turn it into a party."

Bruno will have this opportunity as he gears up for his first sold out NYC show at Bowery Ballroom later this month and a fall tour with Maroon 5 in October.

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## MARKETING POINTS

### Awards:

- Nominated for 7 2010 Grammy Awards (Show airs 2/13 on CBS)
  - RECORD OF THE YEAR - "NOTHIN' ON YOU" (B.o.B Featuring Bruno Mars)
  - RECORD OF THE YEAR - "F\*\*\* YOU" (as producer, The Smeezingtons)
  - SONG OF THE YEAR - "F\*\*\* YOU" (as songwriter)
  - BEST MALE POP VOCAL PERFORMANCE - "JUST THE WAY YOU ARE"
  - BEST RAP/SUNG COLLABORATION - "NOTHIN' ON YOU" (B.o.B Featuring Bruno Mars)
  - BEST RAP SONG - "NOTHIN' ON YOU" (as songwriter)
  - PRODUCER OF THE YEAR, NON-CLASSICAL (as member of The Smeezingtons)
- "Billionaire" and "Nothin' On You" are both certified 2x platinum

### Press & Publicity:

- Saturday Night Live (10/9)
- Ellen (10/14)
- Today Show (date TBD)
- Bruno Mars Past TV Appearances Includes:
  - Teen Choice Awards w/ Travie McCoy
  - Jay Leno
  - Jimmy Fallon
  - The View
  - 106 & Park
  - BET Rip The Runway
  - Ellen
  - MTV Spring Break
  - VH1 Do Something Awards w/ Travie McCoy
  - Lopez Tonight Performance w/ Travie McCoy
- Bruno will be featured on VH1's You Oughta Know program during the beginning of September
- Upcoming press hits include: CNN, NPR, Rolling Stone and more
- Bruno has also been featured in/on Billboard, Vibe, YRB, Los Angeles Times, The Village Voice, EW.com, Perez Hilton and more!
- [SPIN.com](#)
- [NY Magazine](#)
- [Idolator](#)
- [Absolute Punk](#)
- [Concrete Loop](#)
- [Arjan Writes](#)
- [The Next 2 Shine](#)
- [Pop Wreckoning](#)
- [The Couch Sessions](#)
- [2 Dope Boyz](#)
- [Bark + Bite](#)
- [The Sound Loft](#)
- [411 Mania](#)
- [Hip Hop DX](#)
- [Rap-Up](#)
- [Chicago Now](#)
- [Ace Show Biz](#)
- [The Hip Hop Chronicle](#)
- [Urban Music Direct](#)
- [On Smash](#)
- [PerezHilton.com](#)
- [Village Voice](#)

### Featured Magazines Articles:

- FLUX Hawaii Magazine (Fall Issue)
- Billboard (8/14)

**Video Rotation:** "Grenade" MTV (7x), VH1 (16x), Fuse (6x), BET (1x)

### Info:

- Please be sure that the album title is always written just as it appears above...with spaces in between "Doo" and

"Wops", and the "&" sign before "Hooligans".

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**ARTIST CATALOG**

<b>LBL</b>	<b>SEL#</b>	<b>CFG</b>	<b>ARTIST</b>	<b>TITLE</b>	<b>UPC</b>	<b>SRP</b>
NEK	525393	CD	Bruno Mars	<a href="#">Doo - Wops &amp; Hooligans (10/05/10)</a>	075678912153	\$9.94

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