

MTV Announces Bon Jovi Will Receive the First-Ever Global Icon Award at the 2010 MTV EMAs

THE BAND WILL PERFORM LIVE IN MADRID SUNDAY, NOVEMBER 7TH

The 2010 MTV EMAs Premiere on MTV2 at 9:00PM ET/PT Sunday, November 7th

NEW YORK, Oct 19, 2010 /PRNewswire via COMTEX/ --

MTV will present **US rock legends** [Bon Jovi](#) with the first-ever **Global Icon** award at the [2010 MTV EMAs](#), MTV's global celebration of the world's biggest **music** and entertainment stars set to broadcast live from Madrid, Spain on Sunday, November 7th.

"There's no question that Bon Jovi has achieved iconic status across the globe and is widely recognized as one of the most beloved and influential rock bands of all time," said Bruce Gillmer, Executive Vice President, Music and Talent, Programming/Events, MTV Networks International. "Over the years, MTV and Bon Jovi have given fans an incredible array of amazing and unique experiences and we are thrilled to honor such a seminal act as Bon Jovi with the first-ever MTV EMA Global Icon award."

Formed in New Jersey in 1983, Jon Bon Jovi, Richie Sambora, David Bryan and Tico Torres have sold in excess of 125 million albums worldwide, performed over 2700 concerts in over 50 countries to 35 million fans and were the number one touring act in the world in 2008. Throughout their career, the band has had numerous number one singles and albums, received multiple awards and is a member of the prestigious UK Music Hall of Fame and the Songwriters Hall of Fame.

Bon Jovi's breakthrough album *Slippery When Wet* was released in August 1986, spawned two US number one singles, was named top selling album of the year by Billboard, sold 12 million copies worldwide in its first year of release and went to number one around the world.

Since then, Bon Jovi have become widely known as masters of reinvention and with each subsequent album release, display the ability to tap into ever-changing styles and popularity in *music*, gathering new generations of fans and remaining at the very top of their game.

In 2009 their 11th studio album '[The Circle](#)', debuted at number one on the US Billboard charts and around the globe, and earned the band a Grammy nomination.

Hosted by [Eva Longoria](#), the 2010 MTV EMAs will broadcast live from Madrid on MTV platforms across the globe from Sunday, November 7th, 2010, 21:00 CET, and will feature performances by **Katy Perry, Ke\$ha, Kid Rock, Kings of Leon, Linkin Park, Plan B, and Shakira**. **Pauly D** of MTV's *Jersey Shore*, **Emily Osment, The Dudesons** and **Johnny Knoxville** will also make appearances. In the U.S., the two-hour show will premiere on MTV2 at **9:00PM ET/PT Sunday, November 7th**, and a one-hour special highlighting the 2010 EMAs performances will air on MTV at **9:00PM ET/PT Friday, November 12th**.

For more information about the 2010 MTV EMAs on MTV2, please go to [ema.mtv2.com](#). The 2010 MTV EMAs are sponsored by the new Suzuki Swift, Calvin Klein Jeans and Dell. In the U.S., this year's show is also sponsored by AT&T, Taco Bell® and 5® REACT™ Gum.

To vote for your favorite EMA artists, please go to [www.mtvema.com](#).

For all MTV EMA news and announcements, check out [EMAs on Facebook](#) and follow us via our [EMA Twitter](#).

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About the MTV EMAs

The EMAs, MTV Networks International's global awards ceremony, celebrate the best in music, youth culture and entertainment. The annual event, now in its 17th year, broadcasts on MTV entertainment platforms around the world reaching more than 600 million households. The show is hosted in a different city each year, taking the culture and ethos of each destination to a world-wide audience. Renowned for attracting global A-list talent from across the music and entertainment

spectrum, the MTV EMAs draws nominees, performers and presenters from every corner of the world, delivering groundbreaking and unforgettable performances - from the first ever holographic performance with Gorillaz in Lisbon in 2005, to Beyonce's infamous 'Ring of Fire' performance in Edinburgh in 2002 and Tokio Hotel's 'Wet Monsoon' set in Munich in 2007.

EMA Voting Notes:

Vote for Best Regional Act at www.mtvema.com Voting closes Monday 18th October and the winner from each region will enter the shortlist for Best European Act, also through mtvema.com.

Winner of Best European Act, Best Push Act and Best World Stage Performance will be announced online at www.mtvema.com during the 2010 MTV EMAs on Sunday, November 7th 2010.

Show Credits:

The 2010 MTV EMAs is executive produced by Richard Godfrey and Jane Fraser. Co-executive producer is Bruce Gillmer with Debbie Philips as producer, Raffaele Sangiovanni as executive in charge of production, line producer Sil McIlveen and director Paul Shyvers. The 2010 MTV EMAs is an MTV Italia S.r.l - 360 Degree Playmaker Production for MTV NETWORKS EUROPE © MTV NETWORKS EUROPE 2010 - All rights reserved.

About MTV Networks International:

MTV Networks International (MTVNI) includes the premier multimedia entertainment brands MTV, VH1, Nickelodeon, MTVNHD, Tr3s: MTV, Musica y Mas, TMF (The Music Factory), VIVA, Comedy Central and Game One. MTV Networks' brands are seen globally in 645 million households in 161 territories and 34 languages via 165 locally programmed and operated TV channels and more than 500 digital media properties. The company's diverse holdings also include interests in television syndication, digital media, publishing, home video, licensing & merchandising and feature films. MTV Networks International is a unit of Viacom Inc. (NYSE: VIA, VIA.B).

About Suzuki:

The Suzuki Motor Corporation with headquarters in Hamamatsu (Japan) is the leading international manufacturer of small automobiles and the 10th largest car manufacturer of the world. Founded in 1909, Suzuki today employs about 51,500 people around the world and has business activities in 196 countries and regions and production bases in 23 different countries and regions. In the fiscal year 2009/10 Suzuki posted 2.47 trillion Yen (18.8 billion Euro*) net sales and 79.4 billion Yen (605.03 million Euro*) operating income. Its global sales reached 2.35 million automobiles and 3.02 million motorcycles and ATV. With its three lines of business - automobiles, motorcycles and outboard motors - Suzuki embodies a unique "Way of Life!" that stands for the brand values "excitement", "straightforward", "value", "sporty" and "spirit".

(* Exchange rate: 131.18 Yen/Euro)

About Calvin Klein, Inc:

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About Dell:

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