

MUNDO FRÍO 2

THE ÁLBUM & WORLD TOUR



LITO Y POLACO



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Lito & Polaco are generally regarded as one of, if not the most influential duo in Reggaeton history paving the path for future reggaeton duos such as Wisin & Yandel, RKM & Ken-Y and Arcángel & De La Ghetto.

Lito & Polaco were discovered in the early 1990s by Spanish Hip Hop and Reggaeton pioneer DJ Eric Industry. They were renowned for their diverse subject matter and versatile musical styles in the realm of Hip Hop and Reggaeton Songs such as "Sucesos", "Mirate Al Espejo", "Ella Vive Sola" (featuring Gustavo Laureano of La Secta All-Stars) and their hit album "Mundo Frio".

The Duo was praised for their socially conscious lyrics containing themes about poverty, social injustice, morality, and Sexually Transmitted Diseases (STD's).

Throughout their careers, Lito & Polaco were often praised for their lyrics as MC's and are considered some of the best lyricists in the history of Hip Hop En Español.

ALBUMS

LITO Y POLACO



LITO MC CASSIDY



POLACO

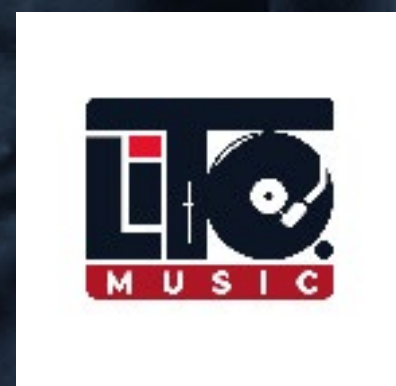


LITO MC CASSIDY

The 2021 and 2022 Latin GRAMMY® Award nominated rapper initially rose to popularity as one-half of the duo Lito & Polaco, bringing a spotlight to the music of his native Puerto Rico in the process. Along the way, he garnered two Premios Tú Musica Urbano & received a nomination at the Latin Billboards.

Since his comeback in 2020 Lito MC Cassidy has collaborated with top Superstars such as Daddy Yankee, J Balvin, Yandel, Farruko, Ñengo Flow, DJ Playero, Ñejo, KEVVO, & more jumped at the chance to collaborate, joining a historic supporting cast for this blockbuster and comeback. Lito MC Cassidy's influence remains eternal now and forever.

Rafael Sierra Pascual (A/K/A) Lito MC Cassidy and Lito Music, LLC is the Managing Director of the Project, Tour, and Album Production. As mentioned earlier, Lito MC Cassidy has a long and distinguished career in the music industry. Additionally, he is the organizer and creator of the project and management team.



MUNDO FRÍO 2

THE ALBUM

The importance and relevance of Lito and Polaco in the music industry are undeniable, and their history speaks for itself. As one of the duos that has had a significant social impact through their music, they have served as guides and inspirations for many artists who are now key figures in the Latin music industry.

Their current status as legends adds undeniable credit, earning the industry's full respect for these two artists.

In this context, the album "Mundo Frío 2" not only represents the opportunity to gather and revive their catalog but also to bring back the vision and expertise of these two geniuses in Rap and Latin Reggaeton.

In these times, the moment is perfect for Lito and Polaco to once again dominate the charts and stages, solidifying their position as prominent figures in the current music scene.



THE FEATURES

Mundo Frío 2 The Album will consist of the production of an album which will be a multi-artist collaboration of 20 songs with Mega-Latin Artist such as:

Bad Bunny

Anuel

Ozuna

Wisin & Yandel

Eladio Carrion

Myke Towers

Farruko

Shakira

J Balvin

Feid

Nicky Jam

Tempo

Checho Corleone

Karol G

Cardi B

And more

FT Stats

MUNDO FRÍO 2 THE ALBUM



BAD BUNNY

75M / Listeners Month
 45.6M / Followers



SHAKIRA

60M / Listeners Month
 90.4M / Followers



KAROL G

55M / Listeners Month
 67.6M / Followers



J BALVIN

50M / Listeners Month
 51.2M / Followers



FEID

45M / Listeners Month
 12.9M / Followers



MYKE

41M / Listeners Month
 12M / Followers



OZUNA

40M / Listeners Month
 23.6M / Followers



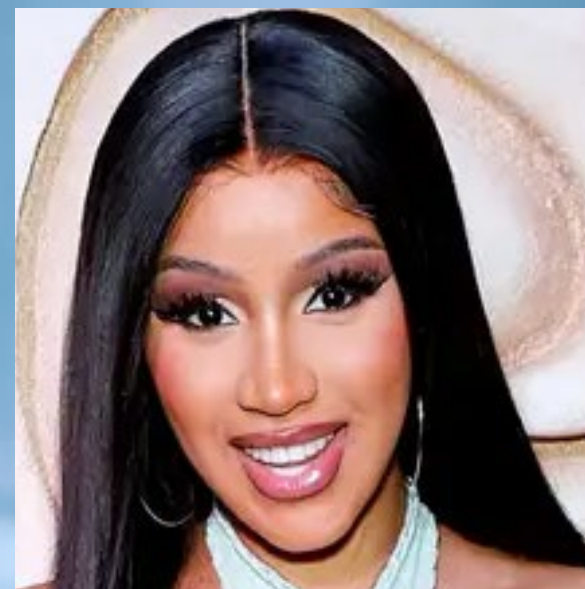
ANUEL

33M / Listeners Month
 38.8M / Followers



FARRUKO

34M / Listeners Month
 22.6M / Followers



CARDI B

28M / Listeners Month
 169M / Followers



NICKY JAM

24M / Listeners Month
 44.1M / Followers



ELADIO CARRION

20M / Listeners Month
 7.1M / Followers



WISIN Y YANDEL

19M / Listeners Month
 27.2M / Followers



TEMPO

885K / Listeners Month
 1.3M / Followers

MUNDO FRÍO 2 **THE TOUR**

Montreal

Toronto

New York

Miami

California

Las Vegas

Austin

Charlotte

Atlanta

Philadelphia

Boston

Chicago

Puerto Rico

Dominican Republic

Colombia

Chile



The Concert Tours will promote the artist's catalog and new album, presenting a compelling opportunity. This world tour will consist of multiple concerts across key markets in the United States and Latin America, showcasing the immense potential and success of the project. The tour aims to transcend borders, connecting fans globally and solidifying Lito & Polaco's legacy on an international scale. This journey will demonstrate the universal appeal of their music and its cultural resonance worldwide, creating a significant impact in each market and amplifying their influence.



CONTACT INFO

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