

MEDIA RELEASE – FOR IMMEDIATE PUBLICATION

Loreen visits Bay Street Shopping Complex

Eurovision song contest winner Loreen, who is performing today at the Malta Fairs and Convention Centre, Ta' Qali, yesterday visited Bay Street shopping complex, St Julian's.

Sponsored by Mangano and supported by Pizzarotti Italian Trattoria, Bay Street hosted the Swedish singer. She was invited to go on an exclusive shopping spree at Mangano on Level 2, while Pizzarotti provided drinks and snacks during her visit.

This is Loreen's second visit to Malta, her first as a singer. Since winning the Eurovision in Baku, Azerbaijan, Loreen's song Euphoria has topped many European charts and reached number 3 in the UK.

Organised by StandOut Events, the MFCC dance event, hosted by Pierre Cordina, includes Tenishia, Kurt Calleja, DJ Ruby and Brooke, and introduces MsLeads.

Loreen, 28, who is of Moroccan-Berber origin, was born in Stockholm. She placed fourth in the 2004 Idol competition in Sweden. Her first single, The Snake, was released in 2005. She then worked as a TV presenter, and as a segment producer and director of several Swedish reality shows.

She released two singles last year, one of which, My Heart is Refusing Me, reached number 9 in Sweden. Loreen's debut album is due out in September.

Loreen was one of the top VIPs visiting Bay Street this year. For more information about her visit, go on facebook.com/baystreetmalta.

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Caption:



Loreen with Gerald Attard, owner of Mangano at Bay Street