

The Virgin Islands Consortium

Pumpa Storms Tempo With Hit Song 'YOLO', Continues Mainstream Expansion

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ST. CROIX -- Pumpa's "YOLO" video showcasing USVI pride premieres on Tempo Networks as his mainstream music expansion steams forward, Pumpa's publicist, the Julien Management Group, announced Thursday.

The local Soca recording artist is no stranger to the USVI community on or off stage. According to the release, Pumpa's passion for music and his commitment to youth are the fueling forces behind his "YOLO" music video, which premiered on Tempo Network's Cross Caribbean Countdown Thursday. The release says YOLO pelts magnetic lyrics invoking purpose, inspiration, determination and massive US Virgin Islands pride with the territory's beauty and culture as a visual backdrop to the infectious hook, short for "You

Only Live Once".

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Frederick A. Morton Jr., Founder/CEO of Tempo Networks and native US Virgin Islander, according to the release, continues a decade-strong tradition of honoring the network's mission of providing a platform for the ascension of the Caribbean's biggest and brightest artists.

Tempo's USA arrival on Verizon Fios and Optimum Cable now exposes all things Caribbean to a new but familiar marketplace, particularly those from the diaspora living in the territory, the release says.

Pumpa is an intrepid and dynamic Soca talent whose range, lyrics and universal sound is unleashing a resurgence of Soca lovers and millennials of the genre worldwide. Born Dennis Liburd on the island of St. Kitts, his childhood upbringing on St. Croix cultivated a deep love for his community and ignited his musical ambitions. While he endearingly earned the name "Pumpa" by fellow elementary school classmates due to his athletic prowess, the name "Pumpa" now underscores his full circle evolution of talents and his hi-voltage performances that energize huge audiences globally.

His dedication to evolving and perfecting his craft and the Soca genre for over a decade has solidified Pumpa as one of the Caribbean's most talented and sought after entertainers, according to the release. Pumpa made history as the first Virgin Islands Soca artist to receive an invitation to perform at the famed Metropolitan Orchestra in England, an opportunity that further expanded his European fan base bringing his internationally recognized song "Massage" and all of his Caribbean vibes to yet another plateau.

He won the title of USVI Soca Monarch King for his outstanding performance of his hit song "Honk Yo Horn". His other musical accolades include his performance of "VI Up" in the 2014 St. Croix Carnival, which earned him the title of 2014/15 VI Soca Party Monarch. In early 2016, Pumpa embarked on expanding his international sound and continues to bear huge Virgin Islands pride on all the stages he continues to touch. What's next? Attached is a sneak peek visual of Pumpa's mainstream