

The Virgin Islands Consortium

USVI Soca Artist Rudy Live Releases New Music Video 'Push It'

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Virgin Islands Soca Diva Rudy Live is in the midst of a whirlwind year following the success of her latest single “Push It”, which released in April. On Monday, she released the music video, seen above, to accompany the groovy hit.

The song, written by Rudy Live herself, has gained considerable exposure with more than 114,000 views on popular Youtube page [JulianspromosTV](#).

“I feel really good about the project,” said Rudy Live, whose birth name is Toiya Isaac. “This project was very dear to me. It connected with males and females and I wanted to take it back to that vibe when I first started my career.”

The video was shot on location at various St. Thomas destinations by Naheem Mason and co-directed by DeeJay Black, Rudy Live's official DJ.

Currently on her summer tour, Rudy is riding the wave of success with bookings across the U.S. mainland and Caribbean.

"They get to connect the song with my live performance and I get to spread it to a wider audience," she said. "It's a real good feeling to be able to represent where I'm from."

Rudy has plans to release a new project in the fall. She will also continue her work alongside Anatha Foundation, a non-profit organization, to introduce Rudy Live Royalties, a mentorship retreat for young girls on St. Croix and St. Thomas.

"My goal is to be a household name worldwide and promote the Virgin Islands and our music," she said.

You can connect with Rudy Live and her music through her various social media platforms [here](#).