

## 'MTV VMAs' Return To Miami

Written by Keith ID1107

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The President of MTV Networks Group Van Toffler, announced today that the "2005 MTV Video Music Awards" will return to Miami, Florida for the second year in a row. The 22nd annual awards show will air live from American Airlines Arena in Miami on Sunday, August 28th at 8:00pm ET/PT. 2004

MTV Video Music Awards was the most watched telecast on cable for 2004 among P12-34.

Host, performers, nominees, and presenters for the "2005 MTV Video Music Awards" will be announced soon.

"Miami radiates an energy that was clearly visible in last year's show the arrivals by yacht, the six different stages, the countless amazing performances, and much much more," said Toffler. "The support from the local community really made the decision to return to Miami an easy one for us.

The mayors, Greater Miami Convention & Visitors" Bureau, the local community leaders, the American Airlines Arena, and especially the South Floridian fans have made the VMA's and MTV feel at home in Miami."

"I am ecstatic that MTV is returning to Miami for 2005. Last year's VMAs raised our summer heat to a new level of intensity, proving that the world's hottest city and entertainment's steamiest awards show are a perfect match," said City of Miami Mayor Manny Diaz. "As soon as the first VIP boat arrived at the American Airlines Arena last year we knew that we wanted them back."

"I am thrilled the MTV Video Music Awards are returning to Miami-Dade County," said Miami-Dade Mayor Carlos Alvarez. "This important event promotes all of our County's wonderful amenities, world-class beaches, hotels, restaurants, shopping, attractions, sports and recreation -- to a worldwide audience. Miami-Dade County's cultural diversity is also the perfect backdrop for this exciting event, which brings together artists and celebrities from around the globe."

Miami played host and backdrop to the 2004 VMA's, the first time in the 21 year history of the show it has been broadcast from a city other than New York or Los Angeles. The biggest bash of the summer turned out to be a virtual who's who in the worlds of music, TV, film, sports, and

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politics. Hip-hop and rap artists OutKast and Jay-Z topped the list of winners with four Moon Men each. The show included show stopping performances by Usher, Kanye West with Chaka Khan, Yellowcard, Lil" Jon, Jet, Petey Pablo, Hoobastank, Ying Yang Twins, Terror Squad featuring Fat Joe, Jessica Simpson, Alicia Keys with Stevie Wonder and Lenny Kravitz, Nelly featuring Christina Aguilera, and OutKast.

Dave Sirulnick and Salli Frattini will return to serve as Executive Producers for the "2005 MTV Video Music Awards."