



ALEJANDRO REYES

P R E S S K I T

www.alejandro-reyes.com

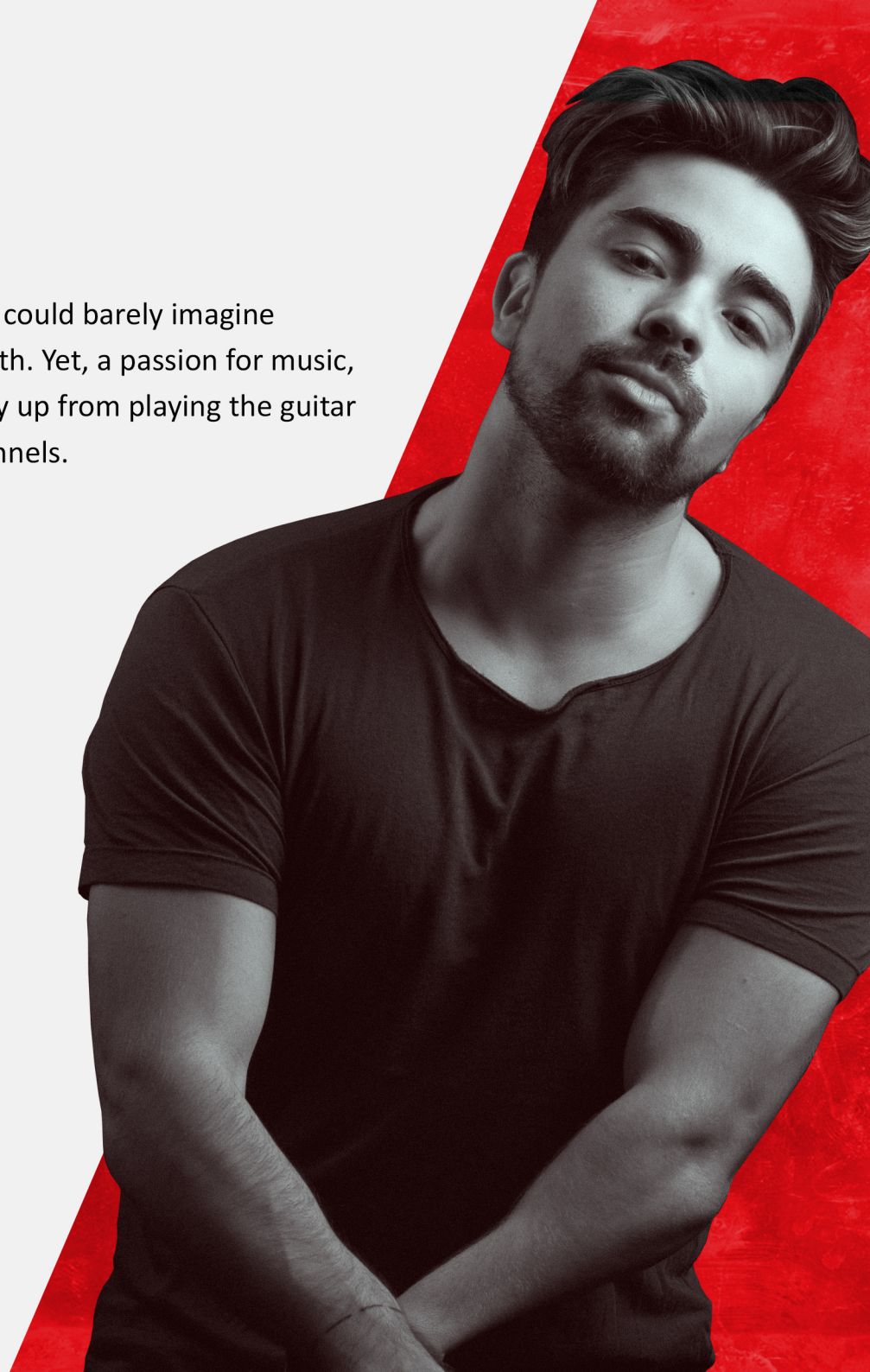
BIOGRAPHY

Born in Chile and having moved to Switzerland as a child, Alejandro Reyes could barely imagine himself becoming an artist because of him not having a left hand since birth. Yet, a passion for music, a naturally charming voice and an incredible will power led him all the way up from playing the guitar on the streets to performing on Europe's biggest stages, TV and radio channels.

A native of Quilpué, Chile, Alejandro was born in 1992. Self-taught, he started his career singing on the streets of Switzerland at the age of 18 and was soon after spotted by the major media outlets of the country. In little time, Alejandro made it to the Montreux Jazz Festival in 2013, and then to the Voice show, aired on TF1 in France in 2014.

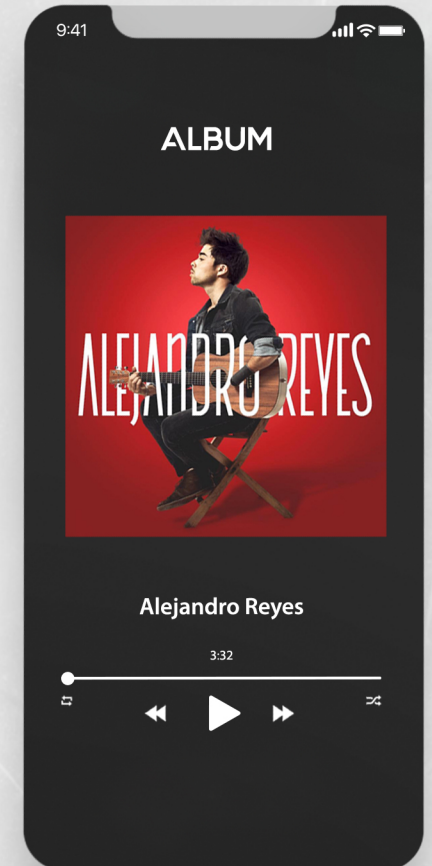
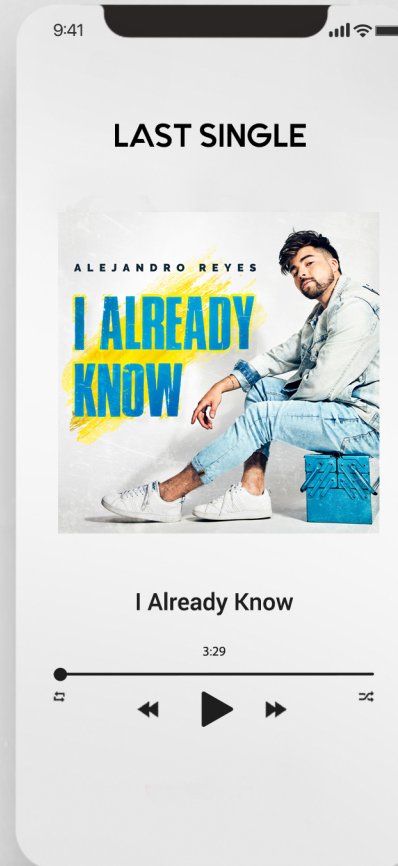
In 2015, Alejandro aimed for new heights and successfully reached them when he performed for a crowd of 80,000 people at the Bern Stadium and opened for Johnny Halliday at the Arena de Genève. His debut album was released the same year by HitMill Records, and became a breakthrough hit in the music industry in Switzerland. His singles "The Only One" and "Momento" are still aired on Swiss radio stations.

In 2017, Reyes signed with The Hana Road Music Group. "Compass" was his first single under the new label and it went viral on the biggest music platforms, hitting over 1 million views within the first month of release.



MUSIC


1 Album | 6 Singles





MUSIC VIDEO

COMPASS

1 200 000 + VIEWS 

on The Hana Road Music Group
Youtube Channel

WATCH

CHANNELS

Music Charts:

The Official UK Top 40 Singles Chart Playlist

Views: 500 mln +

Vidart:

Top Pop Music 2018

Views: 30 mln +

Best of May 2018

Views: 26 mln +

EuroHitsNow:

Hit List 2018

Views: 59 mln +

Top Music Mafia World:

VEVO Playlist 2018

Views: 7 mln +

Compass Music Video
was included in the
biggest YouTube Playlists
by the following Channels

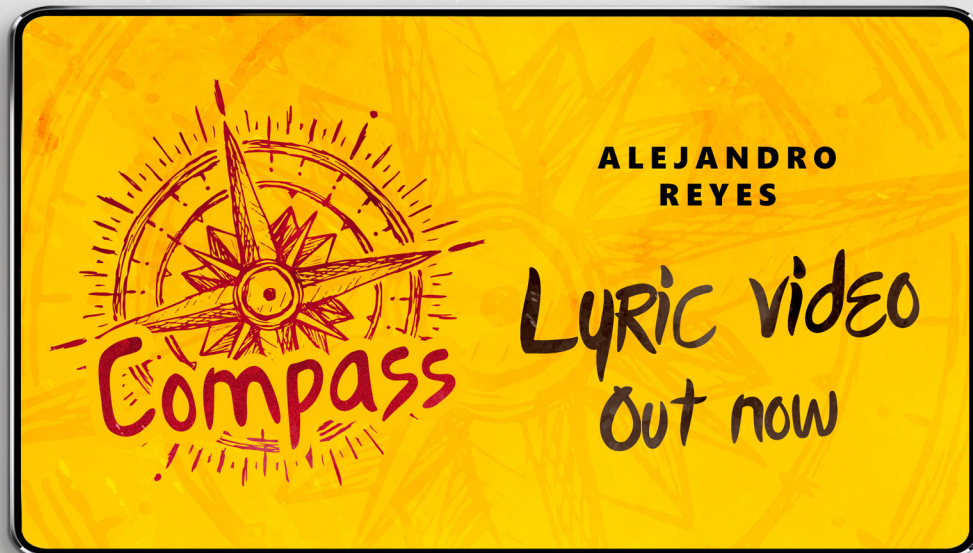
YOUTUBE



I Already Know (song & lyric video)

1 000 000 views

on The Hana Road Music Group
YouTube channel



Compass (song & lyric video)

880 000 + views

Name

Link

The Hana Road Music Group + Music Charts

WATCH

Magic Club

WATCH

Promoting Radio

WATCH

Top Music Mafia

WATCH

KM TV

WATCH

Eurovision Swiss Finals 2018



PARTICIPATION IN CONTESTS

EUROVISION
SONG CONTEST

DAS SUPER
TALENT

the
Voice

Das Supertalent 2017



The Voice France 2014





MENTIONS IN PRESS

20min.ch

COMPÉTITION QUI NOUS REPRÉSENTERA À L'EUROVISION?

Le 4 février, la Suisse choisira qui partira à Lisbonne pour le célèbre concours de chant. Parmi les six derniers candidats, deux Romands ont encore leur chance.



Alejandro Reyes

27. April 2015 08:21; Akt: 27.04.2015 13:41

Ein Junge von der Strasse entert die Bühne

von Lucien Esseiva - Alejandro Reyes kam mit neun Jahren in Schweiz, wo er trotz vieler Hindernisse zur Musik fand. Mit «The Only One» könnte er den Sommerhit 2015 landen.



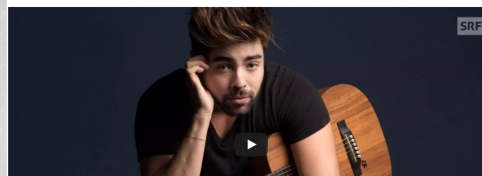
lematin.ch

thelocal.ch

Fiese Attacken, weil er nur eine Hand hat

ESC-Kandidat Alejandro wird im Internet gemobbt

Am Sonntag kämpfen sechs Kandidaten um den Schweizer Startplatz am Eurovision Song Contest. Auch dabei: Alejandro Reyes, der mit nur einer Hand zur Welt kam. Genau deswegen bekommt er nun fiese Kommentare, die er aber mit Humor kontert.



They will be hoping for more success than last year's entry, Apollo by Timebelle, which failed to advance to the Eurovision final after being knocked out in one of two semi-finals.

This year's entry list was whittled down to six by a 20-member jury and a public vote, Swiss public television SRF reported.

Changes have been introduced this year by Swiss organizers in the hope that Switzerland will be more successful than in recent years. The country has not made it into the final since 2014.

The six songs were selected first and then tested out on various singers before being matched to the right performer.

The six performers are: Zibbz, Angie Ott, Naeman, Chiara Dubey, Alejandro Reyes and Vanessa Iraci.

The finalists include two artists from French-speaking Switzerland and one from Italian-speaking Ticino.

One candidate comes from outside the country – from Freiburg in Germany.

The winner will be decided by an expert jury and the results of telephone voting, with each having equal weight.

blick.ch

Mentions in Social Media

		Name	Followers
@valeriya	2 mln +	@slavia_karlen	24.8 k
@arseniy_shulgin	716 k	@annamaradan	23.5 k
@prigozhin_iosif	620 k	@morganeschaller	23.1 k
@ann_sheridan	128 k	@lizaprigozhina	21.2 k
@theworldofnicole	72 k	@turningpoint_sg	19.5 k
@gefficiel	47 k	@funkyforty	15.3 k
@lookzaya	37 k	@swissglam	12.6 k
@marionkalein	30.1 k	@12xal	11.1 k
@andreabrotschi	29.3 k	@carmitive	10.9 k

 **14,9k +**

 **6,5k +**

 **1,3k +**

@alejreyes

@AlejandroReyesOfficial

@alejreyes92

CONTACTS

Management

Hana Road Studios

artemy@thehanaroad.com

+ 41 21 963 14 30

Booking

Hana Road Studios

booking@alejandro-reyes.com

salvo.vaucher@escudero-records.com
(Suisse Romande)

+41 79 839 08 97

+41 76 506 63 77 (Suisse Romande)



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