**LOCO ESCRITO SHOWS A NEW FACET WITH “UIUI”**

**The Swiss Latin star, Loco Escrito, released the song “Punto”, a hot contender for the title of “Summer Hit 2019”, at the end of April. The track catapulted to No. 2 on the Swiss single charts, reaching Gold status after only two months. The Swiss-Colombian is now upping the ante with his new track “uiui”.**

Just two months after its release, Loco Escrito’s latest single “Punto” earned him the right to receive the Gold Award for 10,000 units sold. It is his fourth single in a row to receive an award for record sales, thus seamlessly following on from his previous successes. The Zurich resident has now proven that he can also play different styles of music: with the track “uiui”, Loco Escrito goes back to his roots and presents an urban reggaeton club banger. “The track is actually different in every respect from my previous Latin pop songs. It is a return to urban beats, to rap, a track to dance and celebrate to,” explains Loco.

With “uiui”, the Latin artist demonstrates his broad musical spectrum and presents a previously unfamiliar facet. “It is a modern, contemporary track which shows my musical roots very well.” The deliberate message behind the new song is a call to dance and celebrate – very suitable for summer: “We use the expression ‘uiui’ in Spanish in the same way it is used in German. If a beautiful woman is dancing in front of you, you think to yourself ‘uiui’ (“ooh la la” in English). The feeling of enjoyment should be the focus – dancing, having fun and having a good time with your friends,” says Loco Escrito.