

Clara Amfo, Maya Jama and Roman Kemp to host The BRIT Awards 2024 with Mastercard

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Saturday 2nd March, The O2 arena in London

Exclusively broadcast on ITV1 and ITVX

The BRIT Awards 2024 with Mastercard today announce that **Clara Amfo, Maya Jama** and **Roman Kemp** are coming together to host this year's ceremony, which takes place **Saturday 2nd March** at **The O2 arena, London**, broadcast exclusively on **ITV1, STV, ITVX and STV Player**.

The three acclaimed and versatile broadcasters have each been at the helm of some of the UK's best-loved and biggest TV and Radio shows, have interviewed the biggest names in music and entertainment, as well as being at the fore of British popular culture. Together, they hosted The BRITs' Red Carpet show for ITV2 last year - and will now take centre stage on the main BRITs show this March to lead viewers watching from home and those in the arena through the awards presentations and live performances.

Clara said: ***"Hosting The BRITs is a bucket list job, I'm so very honoured and excited for this year's show. Throughout my career, I've been so lucky to witness the growth of this year's nominees and performers and I know it's gonna be another special one. I can't wait to hit the stage with Maya and Roman to celebrate these amazing artists at The O2!"***

Maya said: ***"I'm really excited to be hosting The BRIT Awards alongside Clara and Roman. I've worked alongside the incredible team at the BRITs for years now and it's something I always watched, and wanted to be a part of, growing up - so it's amazing to be on the stage this year hosting it! It's always one of the best nights of the year for me, and a real celebration of British music, culture, and talent."***

Roman said: ***"This is a real pinch me moment! Hosting the BRIT Awards - what an honour. I remember watching the BRITs on TV when I was growing up so to be asked to host this year's awards, is a dream come true. It's going to be a privilege to share the stage with so many talented artists and to celebrate the incredible achievements of all the nominees and winners this year. See you there."***

Damian Christian, Managing Director and President of Promotions at Atlantic Records (part of Warner Music UK) and Chair of the BRIT Committee for 2024 said: ***"I'm delighted that three of the country's most renowned and talented entertainment personalities will be taking on the hosting role this year. I've admired Maya's work for years and have worked closely with Clara and Roman throughout their careers. All three are real music people and will bring their own unique humour, charm and vision to what is sure to be a great night."***

Katie Rawcliffe, ITV Head of Entertainment Commissioning added: ***"Clara, Maya and Roman are an exceptional trio and it is fantastic to have them all at the helm for this year's BRIT Awards. The show remains hugely popular, particularly amongst our 16-34 audience, and we look forward***

to another epic celebration of music.”

Nominations for the 2024 BRIT Awards were announced last week, with **RAYE** breaking the record for the most BRIT nominations (seven) received by any artist in a single year. The BRITs have also confirmed that RAYE and 3x nominated **Dua Lipa** will perform at The BRITs. Other nominees include: **Arlo Parks, Blur, Calvin Harris, Central Cee, Dave, Fred again.., Jessie Ware, J Hus, Little Simz, Olivia Dean, Mahalia, PinkPantheress, Miley Cyrus, Olivia Rodrigo, The Rolling Stones, SZA, Taylor Swift, Young Fathers.**

The winners of the genre awards will be determined by a public vote exclusively through Instagram, which opened yesterday (Thursday 1st February) and closes Thursday 15th February at 6pm.

To vote, fans can either head to the BRITs page on Instagram (@BRITs), and comment on the category Reel of their choice using an artist specific hashtag, or by creating a Reel and using the @BRITs tag, and the artist specific # in the caption.

Fans can perform each of these actions once for each artist, per category, per day, with a comment counting for **one vote**, creating a Reel will count for **five votes**.

More information on voting, including full terms and conditions, can be found on the BRITs website: www.brits.co.uk/vote

The BRIT Awards 2024 with Mastercard will take place on **Saturday 2nd March** - once again in a primetime weekend slot - broadcast live on **ITV1, STV, ITVX and STV Player** - from **The O2 arena**.

Further campaign announcements will be unveiled in the coming weeks.

Mastercard returns as headline partner of The BRIT Awards for the 26th year, bringing cardholders closer to their passion for music through a range of BRITs experiences. Mastercard continues to partner with the BRIT School to support and celebrate the next generation of creative talent.

About The BRIT Awards 2024 with Mastercard hosts...

Clara Amfo is one of British radio and television's most dynamic voices and faces. An award-winning broadcaster, Clara is best known for her work on BBC Radio 1, hosting the prestigious Live Lounge and currently Future Sounds. Clara

has sat down to intimately interview some of the world's most renowned artists from Doja Cat, Dua Lipa, Kendrick Lamar, Sir Elton John and Billie Eilish who personally requested Clara for her L.A. Special "Billie Eilish:Up Close", whilst also supporting new and returning artists including Pink Pantheress, Raye, Sam Smith and The Last Dinner Party.

Clara continues to be at the forefront of culture across all genres. Her podcast This City sees her in conversation with some of the most notable names from Louis Theroux, Little Simz to Ncuti Gatwa. As a Trustee for London's Royal Academy of Arts, Clara has a passion for making art more accessible. For IWD 2021, Clara was immortalised as a Barbie® Shero doll and in 2022 was awarded the Special Recognition Award at Stylist's Remarkable Women Awards.

On TV, Clara has hosted Glastonbury, The Earthshot Prize, BAFTA Film, TOTP and sat as an esteemed guest judge on RuPaul's Drag Race and ITV's The Voice. Most recently she has hosted the premieres for Barbie, Black Panther, The Little Mermaid, The Woman King. She hosted the new ELLE Style Awards and fronted British Vogue's YouTube series around ethical and sustainable fashion, Forces for Change.

Her unique breadth of work and authentic voice has seen her recognized on the covers of Cosmopolitan, Grazia, Stylist and British Vogue.

Maya Jama is a British broadcaster and entrepreneur, currently hosting ITV's Love Island series. Recently gracing the cover of British Vogue and serving as the face of Dolce & Gabbana, Jama was born in Bristol and started her career on local radio before landing her first major TV role on MTV Base in 2014. Since then, she has hosted several shows for MTV, Channel 4, ITV, and BBC Three and hosted on BBC's Radio 1. Her career success and influential status led to her being named one of British Vogue's 'Most Influential Girls' with British Vogue's Editor-In-Chief, Edward Enninful, describing her as a "*modern icon*", stating, "*She's almost like the nation's sweetheart at this point. Young or old, everyone loves Maya!*". In addition to her entrepreneurial ventures, Maya also holds partnerships with the likes of Rimmel London, following in the footsteps of past icons like Kate Moss and Cara Delevingne. She is a proud patron of fashion, renowned for her style, and a social ambassador, known for her advocacy for social issues.

Roman Kemp is one of the country's most established broadcasters. He has hosted Capital FM's Breakfast show for over 6 years, having previously had his own successful evening daily show and mid-morning Sunday slot on the popular station. He has interviewed some of the biggest names in the entertainment

industry, including the likes of Justin Bieber, Calvin Harris, Ariana Grande, Ed Sheeran and Harry Styles.

As well as his work on radio, Roman has solidified himself in the TV presenting space. His achievements include making the final of 'I'm a Celebrity Get Me Out of Here' in 2019, and in the same year joining the 'The X Factor' presenting team presenting his own segment on the live ITV2 show, 'Xtra Factor'. Roman and his dad Martin hosted ITV's morning show, 'Sunday Best' in 2020, which returned in 2021 as 'Weekend Best' for both Saturday and Sunday mornings. Roman and Martin have also appeared on Celebrity Gogglebox for the last three seasons.

Roman became a regular presenter for BBC One's 'The One Show' in 2022 and hosted the BBC's coverage of 'The Platinum Party at the Palace'. He went on to host ITV's 'Get Britain Singing' in the same year and returned to host for 2023. Roman currently fronts BBC One's quiz show 'The Finish Line'. He has presented the red carpet coverage of both the TV BAFTA and BRIT awards. His other works have included voicing the UK and Global series of 'Takeshi's Castle' and appearing on shows such as 'Michael McIntyre's The Wheel', 'Would I Lie To You' and 'Celebrity Juice'.

Roman is a passionate advocate for mental health awareness and support, and in 2022 announced one of his biggest and most important projects; BBC One documentary 'Roman Kemp: Our Silent Emergency', a very raw film around male suicide and mental health. The follow up documentary, 'Roman Kemp: The Fight for Young Lives' was broadcast on BBC One in 2023. Prior to this, Roman released his first book based on his own life and mental health journey, titled "Are You Really OK?".

Roman is the voice of a generation with a lot in store. Alongside his radio and TV work, Roman has collaborated with top brands and charities including Sport Relief, Topman, EE, Cadburys, Absolut, Jack Daniels', Virgin O2 and Google, and has featured in publications such as GQ, Men's Health, The Times, Telegraph and Evening Standard.

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