

# PRESS KIT 2024



JAYSTYLE\_

## // MUSIC //

Swiss-born Jay Style is a key figure in the French club scene. Blessed with an impeccable technique, he is also a true showman, performing on a club tour that includes more than over 120 dates a year.

A three-time winner of the French DJ Champion title, he has been an official ambassador for Pioneer DJ Team since 2006 and Sennheiser Team in 2012.

For seven years, Jay hosted the hugely popular 'Party Fun' radio show on Fun Radio France, regularly breaking audience records every Saturday night. He is best known for his energetic and creative performances, notably at Loft Metropolis since 2009.

His 'Definitely Music by Jay Style' podcasts are regularly in the top ten most downloaded podcasts on iTunes and his YouTube videos have over a million views. With over thirty remixes to his credit and high profile live collaborations with the likes of Akon, Will.I.Am, David Guetta, Bob Sinclar, Global DeeJays and Big Ali, he is one of the few club artists able to attract over 151,000 fans to his Facebook page.

With two legendary performances in front of 17,000 people at Starfloor in Paris-Bercy in 2010 and 2011, as well as a US tour in 2009, from Winter Conference in Miami to New York and Washington, Jay Style has exported himself internationally, performing in front of thousands of people every year.

After the likes of Tiesto, Afrojack, Avicii, Global DeeJays, DJ Abdel, Big Ali and DJ Assad, Jay Style has joined NRJ's team of resident DJs, France's biggest and most popular radio station, to host the number one radio show in France, NRJ Extravadance, every Saturday from 9pm to midnight, and to take part in the NRJ Music Tour.

In 2013, while continuing his club tour, Jay Style is concentrating on his album, which will clearly reflect his eclectic and original style, electro music inspired by house, deep house, minimal and progressive house, as evidenced by his singles "WOW", "Two words", "XXX", "STAY CONNECTED" and "Imp@ct", all signed to the BELIEVE label.

# // NUMBERS //

**151,000** Followers on Facebook,

**11,400** Followers on Instagram

**350,000** visitors/show

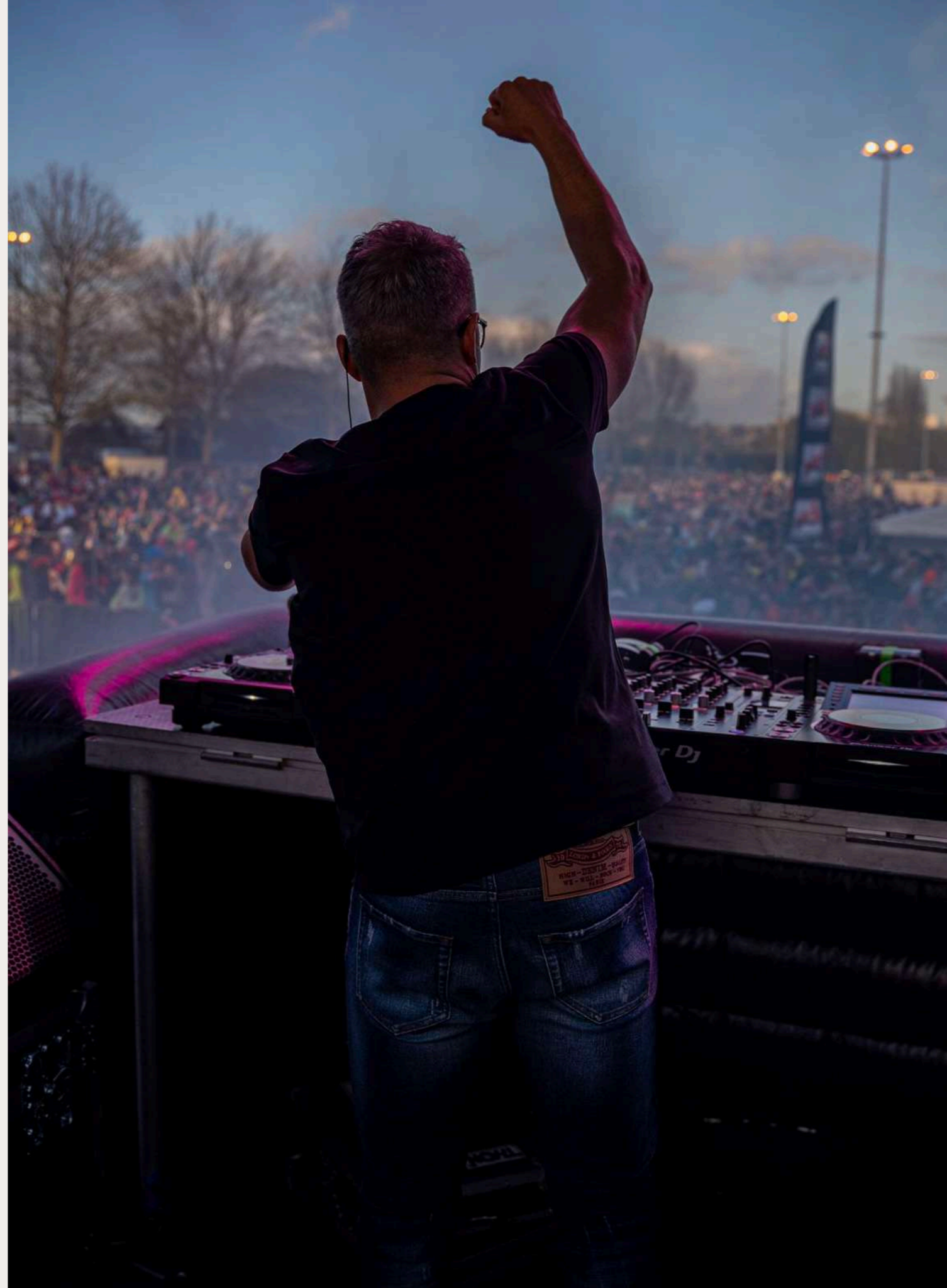
(Toulouse, National Holiday on 14 July)

**100,000** fans for a concert in Tahiti - ft Akon

**2,000,000** views on Youtube

**30** years of career as artist / DJ

**20** years as a trainer at UCPA School of DJs



# // SPORT //

Jay Style has made his dream come true by combining his two passions, sports and music.

As the official DJ and spokesman for IRONMAN France, IRONMAN Europe, IRONMAN France, IRONMAN Europe and, from 2023, IRONMAN World, He travels all year round to the biggest triathlon and triathlon and athletics events around the world.

In 2021, he has also joined the French Triathlon Federation as a certified presenter\*, with the aim of hosting the French Grand Prix and Championships with a view to the 2024 Olympic Games.

# // EXPERIENCE //

2005 - 2023

**Ironman** - Nice

**Triathlon International de Gérardmer** - Vosges

2009 -2018

**Marathon et Semi-Marathon** Nice-Cannes

**Rugbeach Party** - Cap d'Adge

2010 - 2018

**Les Étoiles du Sport** - Nice

2013 - 2019

**Triathlon International** - Cannes

2019-2022

**Ironman 70.3 Pays d'Aix** - Aix-en-Provence

**Ironman 70.3 Les Sables d'Olonne**

**Ironman** - Vichy

**Ironman 70.3** - European Championship -Nice

2020

Présentation des Equipes du **Tour de France** - Nice

**Descopan Triathlon International** - Menin (BEL)

**Trigames** - Mandelieu





# // EXPERIENCE //

**2021-2023**

**The Mud Day Swiss** (CH)

**Issy Urban Trail** (FR)

**Liévin Indoor Festival** (FR)

**10km des Etoiles, Paris** (FR)

**Ski Shows, Les Arcs 1600/1800** (FR)

**Semi-Marathon de Mulhouse, Alsace** (FR)

**Foire aux Vins, Colmar** (FR)

**Marathon d'Annecy** (FR)

**Go Sport Training Festival, Paris** (FR)

**ESF Rouge Légende, Nice** (FR)

**Triathlon de Deauville, Normandie** (FR)

**Triathlon International de la Haute-Meuse** (BE)

**XTERRA NOUVELLE-AQUITAINE** (FR)

**BAYMAN TRIATHLON, Normandie** (FR)

**IRONMAN 70.3 Tangier** (MAROC )

**XTERRA BELGIUM** , Namur (BE)

**IRONMAN Belgique** (BE)

**Triathlon** de Cassis (06)

**Openlakes** , Les Lacs de l'Eau d'Heure (BEL)

**The Climb** , Alpe d'Huez (FR)

**EDF Vercorsman** (FR)

**ALTRIMAN** (FR)

**IRONMAN World Championship, Nice** (FR)

**IRONMAN World Championship, Hawaiï** (US)

**CHALLENGE** Vieux-Boucau (FR)

**Marathon et Semi-Marathon Nice-Cannes** (FR)

# // PARTNERS //

By partnering with JAYSTYLE, companies and brands gain increased visibility and a remarkable presence on social networks and on [www.jaystyle.fr](http://www.jaystyle.fr) which is constantly evolving to reflect current events.

In 2022, the Facebook page reached an audience of 1,003,122 users, with 450,000 interactions and almost 6,400 direct clicks to the website.

The Jaystyle Instagram account broke records in 2023, gaining over 2,000 subscribers to reach 11,400 followers.

The website currently receives between 30 and 140 visits per day, with an average session length of 6 minutes and 47 seconds.

The newsletter is sent out weekly to over 1,400 active subscribers.

# JAY STYLE

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**IRONMAN**  
FRANCE  
Official Announcer



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