

Luis Fonsi and Nicole Scherzinger collaborate to release new song by teaming up with Bingo Blitz

Herzliya, Israel: Luis Fonsi and Nicole Scherzinger have teamed up to create a new song produced by MC Blitzy which will be released on 8th March 2021. The collaboration has been organized by the world's most popular* free-to-play mobile bingo game Bingo Blitz, which is played by over one million daily players.

“She’s BINGO” is a modern reinvention of the disco classic “D.I.S.C.O.” by Ottawan originally released in 1979, with Nicole and Luis dancing and singing their way around different global locations from a Tokyo market to the New York subway system – all shot in Miami. This is closely tied to activities in the Bingo Blitz game, which encourages its community of players to “Discover the World” through social interaction and themed designs based on different global cities.

The full song “She’s BINGO” will launch on YouTube, Spotify and Apple Music on 8th March 2021, and then will be immediately available for a wider release across TV, radio, and digital players. The new track adds Luis’s notable Latin flair to the original song and Nicole can be seen reclining in a luxurious hotel suite, as well as performing with backing dancers in outfits inspired by each featured location.

The track brings a feeling of familiarity and nostalgia but with a distinct modern and catchy twist, in keeping with Bingo Blitz’s take on the classic Bingo game, designed to attract both older and younger generations. Bingo Blitz’s mission is to reinvent the way in which people enjoy Bingo, attracting the next generation of Bingo players through a narrative progression, social elements connecting players from around the world, many regularly updated innovative features including side-games, and player-driven charity donations, as well as popular celebrity partnerships.

When talking on set, Luis Fonsi said, “I love to write and produce, not only sing and perform, and I was really happy that they let me put my own flavor to the song. We need dance, we need joy in our lives now more than ever. The production is amazing, the sets— I don’t want to use the word surprise because I knew I was dealing with amazing people, but I am very surprised. It’s just the story of traveling the world – the outcome is going to be amazing for everybody.”

On a behind the scenes video recorded on set, Nicole Scherzinger said, “I’ve shot a lot of music videos, and this is on another level. Fonsi has just make the whole project easy and fun. When I think about Bingo, it makes me think about my family because I used to play it with my family growing up, and it’s super fun.”

Dudu Dahan, General Manager at Bingo Blitz said, “Reinvigorating this song with Nicole and Luis, two tremendously talented artists, was a fantastic endeavor. The resulting track is fun and catchy, and I am certain people will be singing it for years to come. At Bingo Blitz, we pride ourselves on our innovative thinking, and the reinvention of this classic game that now bridges geographic divides and age gaps, so breathing new life into this song felt like a fitting way to connect generations through a shared playful experience.”

<https://stage.mediaroom.com/playtika/2021-03-08-Luis-Fonsi-and-Nicole-Scherzinger-collaborate-to-release-new-song-by-teaming-up-with-Bingo-Blitz>