

Official 2018 FIFA World Cup Song Hits the Airwaves: 'Live it up'

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NickyJamTV / Youtube

The official song of the 2018 World Cup hit the airwaves on Friday.

The upbeat reggaeton track "Live it up" features the voices of popular singer-songwriter Nicky Jam, U.S. actor Will Smith and Albanian singer Era Istrefi. Smith takes on a verse in rap while Istrefi adds a more melodic section.

The song will be performed at official ceremonies of the football tournament this summer, which takes place from June 14 to July 15 in 11 Russian host cities. It will also be widely played on the radio and sound systems at the different World Cup stadiums.

Embed:

Original url:

<https://www.themoscowtimes.com/2018/05/25/official-2018-fifa-world-cup-song-hits-airwaves-live-it-u>

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