

NewJeans to Receive Group of the Year at 2024 Billboard Women in Music Awards

NewJeans to Perform and Receive Group of the Year at 2024 Billboard Women in Music Awards, Cementing K-Pop's Global Influence

SEOUL, SOUTH KOREA, February 10, 2024 /EINPresswire.com/ -- NewJeans, the trailblazing [K-pop girl group](#), has been announced as one of the performers at the prestigious 2024 [Billboard Women in Music Awards](#), scheduled for March 6th at the YouTube Theater in Los Angeles, California. This announcement not only highlights the group's significant impact on the music industry but also marks a historic moment as NewJeans is set to receive the Group of the Year Award, a testament to their global influence and exceptional achievements within the music realm.



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Since its inception in 2007, the Billboard Women in Music Awards has been dedicated to recognizing the contributions and achievements of female artists, creators, producers, and executives in the music industry. This year, NewJeans stands out as the only K-pop female artist to both perform and be honored at the event, further solidifying their status as a global phenomenon.

NewJeans' journey to international stardom has been nothing short of remarkable. In 2023, the group saw unprecedented success with their second EP, "Get Up," which not only topped the Billboard 200 chart but also placed five tracks on the Hot 100 chart, including hits like "OMG," "Ditto," "Super Shy," "ETA," and "Cool With You." "Get Up" was recognized as the fifth best-selling physical album in the United States last year, ranking as the highest among K-pop female artists and second only to Taylor Swift's "1989 (Taylor's Version)" among female artists overall.

Adding to their list of groundbreaking achievements, NewJeans made history last August as the first K-pop girl group to perform at Lollapalooza Chicago, one of America's largest music

festivals. Their performance drew an enthusiastic response from approximately 70,000 attendees, showcasing the group's incredible popularity and the growing global interest in K-pop.

Furthermore, NewJeans' performance at the Billboard Music Awards (BBMAs), where they became the fastest K-pop act to receive an award and the first K-pop girl group to perform, highlights their rapid rise in the music industry.

The 2024 Billboard Women in Music Awards will not only celebrate NewJeans but will also feature performances from other global pop stars, including "Woman of the Year" Karol G, Charli XCX, Maren Morris, Tems, and Victoria Monét. This gathering of talent underscores the diversity and richness of the music industry, celebrating women's pivotal roles in shaping the musical landscape.

NewJeans' appearance at the Billboard Women in Music Awards is a milestone for the group and a moment of pride for K-pop, as it continues to make significant inroads into the global music scene. Their achievements reflect not only their individual talent and hard work but also the growing influence of K-pop worldwide, heralding a new era of international musical collaboration and appreciation.

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