

# RIO FREDRIKA



22-year-old Londoner Rio Fredrika hosts the Breakfast Show on Capital's brand new Dance station and can be heard waking up the nation with her infectious energy every weekday from 7am-11am.

Rio is also a regular face on CBBC's popular entertainment and music show The Playlist, and has interviewed music's hottest names from Yungblud to Becky Hill.

An in-demand DJ, Rio has played sets for well-known brands such as Diesel and has performed at some of the UK's most prestigious festivals, including SW4. As part of the Global family, she has also DJed at The Global Awards.

Summer 2016 saw Rio make her MTV debut presenting MTV News video, MTV Crashes Plymouth and V Festival backstage. In 2017 she co-hosted MTV The Grind in Malta for over 1 million viewers on Facebook Live. She also covered Live X Live's content of Paléo Festival in Switzerland.

With her flaming red hair and striking looks, Rio was signed to Models 1 at the age of 14, and has travelled around the world modelling for brands such as Adidas, LOreal, ASOS and Boohoo.com. She has also worked with the likes of New Look and other clothing brands as a social media influencer.

Rio also lends her voice to brands such as KFC and Nivea and also does voice overs for BBC, Channel 4 ITV and E Entertainment.

Outside of her broadcast commitments, Rio is also trained in guided meditation. A keen activist for mental health, she talks openly about her experiences and advocates for physical and emotional wellbeing, from broadcasting weekly affirmations about what she's thankful for on her Instagram, to voicing struggles she's dealt with in the past and how she overcame them.



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