RIHANNA IS HEADING TO THE SUPER BOWL. THE 34-YEAR-OLD ARTIST WILL HEADLINE THE APPLE MUSIC SUPER BOWL HALFTIME SHOW ON SUNDAY FEBURARY 12, 2023. APPLE MUSIC IS THE NEW SPONSOR FOR THE SUPER BOWL HALFTIME SHOW AFTER THE NFL AND PEPSI ENDED THEIR 10-YEAR PARTNERSHIP. THE “UMBRELLA” SINGER WAS PREVIOUSLY SENT TO HEADLINE THE 2019 SUPER BOWL BUT OPT OUT OF IT OVER COLIN KAEPERNICK’S PROTEST AGAINST POLICE BRUTALITY AND RACIAL INJUSTICE. RIHANNA MADE THE ANNOUNCEMENT ON HER TWITTER PAGE WITH A PHOTO OF HER HAND HOLDING AN NFL FOOTBALL. NFL HEAD OF MUSIC, SETH DUDOWSKY SAID IN A STATEMENT, “RIHANNA IS A ONCE IN A GENERATION ARTIST WHO HAS BEEN A CULTURAL FORCE THROUGHOUT HER CAREER AND WE LOOK FORWARD TO COLLABORATING WITH HER TO BRING FANS ANOTHER HISTORIC HALFTIME PERFORMANCE.” THE “FENTY BEAUTY” FOUNDER HAS NOT PERFORMED ON A STAGE THIS BIG SINCE 2016. RIHANNA WENT ON A MUSIC HIATUS TO FOCUS ON HER BUSINESS VENTURES AND BEING A MOM TO HER FOUR-MONTH YEAR OLD SON WITH RAPPER ASAP ROCKY. FANS CAN ONLY HOPE THAT THIS PERFORMANCE LEADS TO NEW MUSIC FROM RIHANNA.