

Aimee-Jo Benoit is an accomplished vocalist based out of Calgary, Alberta. Her voice rings with a rare purity and tone uncommon but cherished in the jazz community. Over the past decade, Benoit has become well-known as both a locally successful jazz vocalist as well as a talented and sought after vocal collaborator for various successful folk/pop endeavours including Woodpigeon, Aaron Booth, Spreepark, The Summerlad, and Hermitess. Besides performing live and in-studio, she studies with renowned tenor Leon Leontaridis (Canadian Tenors, Destino).

She has taken the past few years to focus on her own career in the jazz scene. After this upcoming year, Aimee-Jo will have solidified herself as a strong vocal talent in the Canadian jazz community and also as a sought after collaborator. Her latest project, "BOJORNER" will mark a departure on a new artistic journey and elevate Aimee-Jo Benoit's reputation and prominence as a vocalist on a national level.

Her professional goals for 2019/2020 are:

1. To increase her profile by updating my branding and marketing. Includes photos, social media content, and EPK.
2. To develop her performance style to bring forward my most authentic self to the audience and present a more engaging live show.
3. To record and release "BOJORNER"

To accomplish the first goal, Aimee-Jo needs a solid social media and marketing plan. She will be hiring Selective Hearing for Canadian radio tracking and has made contact with Fritz Media for Canadian publicity and media relations. In order for "BOJORNER" to thrive past the point of creation, professionals need to be taking care of these aspects.

In order to develop her live performance, she has hired Tamara Beatty, vocal coach for NBC's The Voice. Tamara and AJ will be working on performance techniques to help bring forward her most authentic self to her audience. In order to be memorable, she has come to realize that she needs to focus on the entire performance, and that includes the body language she relays to the audience. Another aspect of building her live performance is to develop an artist persona. She has created a mood board of images and colours to help uncover how she wants to represent herself as an artist to the audience.

"BOJORNER," slated to be recorded October 6th, 2019 at Buckingham Palace with Brendan Kane of Welcome to the West and Calgary Show Services for live engineering. "BOJORNER" will be an adventurous yet grounded recording of loosely arranged and improvised versions of jazz standards, as well as modern pop and folk-rock tunes, rearranged for a jazz setting. This project and her overall artistic practice go hand in hand as it allows for her experience in other genres and her roots in jazz to collide in a magic moment of collective experience through improvisation. The session will be livestreamed and recorded live off the floor at Buckingham Palace in Calgary AB. This will increase the accessibility of high-quality music to the general public and provide an audience of for the band to play off of. The greatest challenge through all of this will be maintaining momentum while raising three young children, however I am ready to distance myself and seek support in order to build my career.