

KAIYA

Prophets of Music Emerging Artist Award Application

On December 7, 2020--on my 14th birthday--I released my debut single, "Speak Out." Since then, I have been astounded and humbled by the incredible support I've received. Since I released my first single, I have had the opportunity to share my music and my story with online audiences around the world, including an Instagram audience that has grown to over 37,000 people since the song's release. Putting out original music during the pandemic, I really didn't know what to expect -- but the growth of my online fan base has been a testament to the power of music and connection, even during dark times.

When COVID started and we didn't know what to expect of it all, I was worried for both of my parents, who are frontline workers. My mother is an emergency room physician, and my dad flies an air rescue helicopter for STARS. I thought, what can I do to help? What can I do to make a difference the way they do, in my own way? Music has provided me with that outlet and inspiration.

This year, I was honoured to receive 3rd place in the 2021 Women's Freedom Song Contest. Described in the Calgary Herald as a "soaring piano ballad," my single debuted on CBC radio and has received radio play from stations across the province, including on commercial radio, 101.5 Today, Wild 95.3, Up 99.3 and 102.3 Now Radio. I've been interviewed on national TV news, and I was even honoured with a full page feature in the Calgary Herald, which highlighted my online charity concert. Kaiya Live was an event to raise money for E2 Society, which focuses on students with different needs and difficulties in traditional classroom settings, and Wickfest, an annual festival overseen by Canadian Olympic gold medalist, Hayley Wickenheiser, which celebrates women and girls' hockey.

The livestream concert was scheduled for May 1, and was supported by my mentors, CCMA and Juno Award winner, Brett Kissel, and Hayley Wickenheiser. These mentors have been instrumental in my development as an artist and performer. I had the opportunity to open up for Brett Kissel, who said while introducing me, "I hope someone is recording what I am about to say. You can put me on record as being the first to say that this young lady in 3 to 5 years will be opening for the likes of Alessia Cara and Shawn Mendes. I don't usually endorse artists, but never have I seen such raw talent and force. Kaiya is the whole package."

Through the build-up to the Kaiya Live event, I raised money for two causes that are important to me, and I was blown away by the extensive media support I received. I wanted to provide a morale boost for viewers, offering some light in dark times. Although the event has been temporarily postponed due to COVID restrictions, we are looking forward to rescheduling once we can safely do so. Thank you to everyone who has made the debut of my music career such a special year.