

MAY WE INTRODUCE, AMMOYE

By Marina Koslock (<http://novellamag.com/author/marina/>)

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(http://io.wp.com/novellamag.com/wp-content/uploads/2015/09/Ammoye-Addicted-art-work-Final_edit.jpg)

Some would claim to have love at first sight, but with **Ammoye** (<http://www.ammoye.com/>), it's love at first listen.

Her name, which is inspired by the Italian word for love, embodies who she is as a performer, and what goes into her music which draws from her Jamaican roots, effortlessly blending reggae, hip-hop, dancehall, and dub, and infused with gospel, soul, and R&B. Her latest

single and video, "Radio", is being played across all airwaves, having already climbed the charts in the U.K. and Galaxy Gold Radio.

Ammoye's singing career began as a child in Clarendon, Jamaica. Raised by her grandparents, she found solace by singing in her local church's choir. After her choir practice, she would sit atop a mango tree in her backyard and show off to neighbours with stories, poems, and her own songs. She moved to Toronto to be with her mother in her teens, and immersed herself in the community by forming the church group Sisters In Christ. After investing herself in that group, she created the Voices of the Underground Artist movement, which became an integral resource for independent artists in Toronto to promote and perform their music.



Her first full-length album, a dancehall and dub infused hip-hop house collaboration with Canadian producer Rise Ashen, garnered much praise, and in both 2013 and 2014, Ammoye was nominated for the "Best Reggae Recording" at the Junos.

"Balance and being in the right state of mind is very important to me, so I always do a prayer before my performances to connect and align with my higher self, and make sure that all I am channeling in that moment is appropriate energy wise," she explained, when asked what she couldn't perform without.



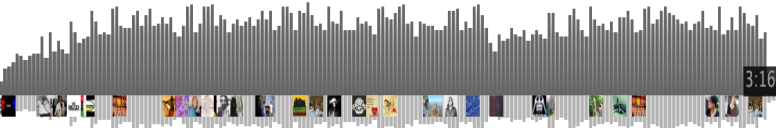
(http://io.wp.com/novellamag.com/wp-content/uploads/2015/09/IMG_3825_AMMOYE_final_16x20.jpg)

She recently signed a recording deal in with New York's Pyramid Global Entertainment, with distribution through Universal Music Group. Ammoye has performed at festivals and events across Canada, alongside the likes of Ziggy Marley, Michael Bublé, Beenie Man, Richie Spice, Justin Nozuka, Kreesha Turner, and Anjulie. Her single "Radio", from the *Baby It's You* EP, focuses on her Jamaican roots, with an emphasis on the melodic style of reggae known as lovers' rock. More recently, she released her single "Revolution" with Canadian dub producer Dubmatrix.

 [dubmatix](#)  **SOUNDCLOUD**

Ammoye "Revolution" (A D...

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"I like playing around with different sounds and genres, fusing them together with my reggae," she explains. "'Revolution' was inspired because I am so passionate about starting a love revolution, which will also transcend throughout my mix-tape, *Enter The Warrioreess*, set to release next month, and my new album, *The Light*, coming out in the new year. 'Revolution' is about bringing about a new way of thinking and being. We as a people have forgotten that this illusion of separateness is exactly that, an illusion, because we are all the same, one people. Fighting with each other is in fact fighting with ourselves. So that song was talking about coming back together. My mission is to write and perform songs with a message that connects with my Soul Rebelz on a soulful level."

Ammoye describes all these experiences and lessons as a harmonious series of events which have led her to this moment, where she knows she is prepared and ready to have her Soul Rebelz share her spirit through her music. With her mixtape coming out in October, follow this goddess' journey on social media @ammoye and become part of #SoulRebelz movement.

All photographs courtesy of PrettyHate Photography & Love and Crossbones.



(<http://novellamag.com/artist-profile-alexandria/>)

Artist Profile: Alexandria

(<http://novellamag.com/artist-profile-alexandria/>)

In "Culture"



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She's Got Issues: Mack

Davis

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(<http://novellamag.com/a-day-at-the-darling-mansion/>)

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In "Culture"

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TAKE A REGGAE VOYAGE



Ammoye can be seen here, and heard on CHIN FM as one of the heavies featured on Saturday Night Reggae Mania.

Ron Nelson jokes that he often feels like he's at his own funeral listening to an endless loop of praiseful eulogies.

If you'd hosted Canada's first hip-hop radio show back in the day — to which legions of fans tuned in religiously — then you, too, would constantly be reminded of how many lives you'd changed.

So it is with Nelson and the *Fantastic Voyage*.

I clearly remember tuning in to the *Fantastic Voyage* every Saturday afternoon between 1 and 4 p.m., often with cassette tapes handy, and being enlightened and excited by what Nelson spun. I have to thank him for introducing me to Public Enemy's righteous noise and also for arranging an interview with lead rapper Chuck D the first time the iconic crew played Toronto. That memorable two-hour meeting led to a strong friendship between Chuck and me, and to the group crediting me on several albums.

Nelson also hippped me to a ton of brilliant local rappers, many of whom I profiled in *The Sun*.

Fantastic Voyage aired on CKLN-FM between 1983 and 1991 and Nelson was a tireless champion for Canadian and American hip-hop — this at a time when many thought the music was a passing fad and the media tended to focus on contentious lyrics or violence that marred some shows.

Not only did he play music by heavyweights like Run-DMC, Biz Markie, Eric B. & Rakim, Roxanne Shante and

Boogie Down Productions, but he brought all of them to town and always had a local act to open the show.

As hip-hop grew more commercialized and lost its relevance for many of us, Nelson channeled the same passion he'd invested in it into dancehall and reggae.

An off-shoot of reggae,



ERROL'S CAN'T MISS LIST

- 1 "Folk hop rockers" Canary Mine play *The Rivoli* tonight. 9 p.m. \$15. 334 Queen St. W.
- 2 The Thing Is, an eight-piece that fuses jazz, Balkan, funk and Afro-Cuban music, plays the 918 Bathurst Centre for the Arts Sunday. 8 p.m. \$20
- 3 Alistair Christl & the Lonely brings its rockabilly sound to Emmet Ray Bar Wednesday. Free. 924 College St.



dancehall has a faster and harder rhythm — played by drum machines — than its parent. Artists like Shabba Ranks and Yellowman were early pioneers of this raw sound, artists whose sexually charged, "bad man" lyrics earned the genre its outlaw status and massive popularity in Jamaica and abroad.

"Underground dancehall was the perfect forum," Nelson tells me. "I started deejaying around town and promoting shows. And around 1993, I was asked to fill in for David Kingston (who hosted the equally legendary *Reggae Showcase*) on CKLN on Friday nights.

"I modernized the time slot, called it *ReggaeMania*, and changed the music to make it more reflective of the emerging dancehall scene."

The show took off, and like *Fantastic Voyage*, it became a Friday night tradition for dancehall diehards. Aside from spinning the hottest tracks coming out of JA, Nelson says nearly every notable Jamaican dancehall artist appeared on the show. But he also attributes *ReggaeMania*'s popularity to the fact that he discussed sensitive issues like policing, crime in the black community, and violence at concerts in his blunt style, just as he did on *Fantastic Voyage*.

Nelson's massive audience

was disappointed when word spread that CKLN was going off the air in 2010, but he and co-host Lisa West didn't let them down. They took *Reggae Mania* online, hosting it at rmr.fm

Last December, the dancehall community cheered when *Reggae Mania* was given a home with a higher profile and a stronger signal than CKLN's. The show is now called *Saturday Night Reggae Mania* and it can be heard every Saturday from 10 p.m. to midnight on CHIN (100.7) FM.

Now everyone from Barrie to Buffalo can tune in to hear music by heavies like Ammoye, Popcaan, Bounty Killer, Mavado, Vybz Kartel and Lady Saw, plus concert listings, news from the scene and, thankfully, not a lot of chatter.

"When I was hosting *Fantastic Voyage*, hip-hop had just started," Nelson says. "We were looking at the birth of a new music, a new culture. It was such an exciting time. Now I love playing dancehall because it's music that speaks to the underprivileged, it's the peoples' music."

"It hasn't gotten commercial the way hip-hop did," he adds. "There's not a lot of music out there that's as raw and political and meaningful as dancehall reggae."

NOTE: *Saturday Night ReggaeMania* can be heard every Saturday from 10 p.m. to midnight on CHIN (100.7) FM.

Oil And Water a fine mix indeed

In the whole nature vs. nurture debate, the topic of racism is pretty much a non-starter, at least in the theatre world, where artists have been weighing in on the side of the angels since Shakespeare was a pup.

That said, playwright Robert Chafe seems to have stumbled across a good story — and a true one to boot — that promises to add grist to the ongoing debate. Not surprisingly, it's a story he found in his native Newfoundland, where he and long-time collaborator Jillian Keiley (with whom he successfully collaborated on the acclaimed *Tempting Providence*) have long laboured.

Titled *Oil And Water* and produced by Artistic Fraud of Newfoundland, it's the tale of Lanier Phillips, an American sailor who washed up on the shores of Newfoundland following an horrific shipwreck in 1942.

Half-frozen, he was taken in by the residents of St. Lawrence, a small and impoverished mining town, and nursed back to health, just as countless hapless sailors have been by generations of Newfoundlanders.

What made Phillips' tale extraordinary however, was the fact that he was a black man who had never before been treated like he was just folks by white people — and once he found himself dealing with people who hadn't been taught to mistrust him on the basis of the colour of his skin, it dawned on him that the mistrust he had been taught to feel for white people might be misplaced on occasion as well and he returned to America to work for racial equality and harmony.

Oil and Water opened Wednesday on the Factory Theatre mainstay, the cornerstone of an increasingly exciting annual rite of theatre known as Performance Spring. To bring the story to life, Chafe and Keiley have assembled an impressive team and turned them loose on an wonderfully adaptable



and powerfully evocative set designed by Shawn Kerwin, lit by Leigh Ann Vardy.

Phillips is played as a young man by Ryan Allen and in an older configuration by Jeremiah Sparks, while Petrina Bromley and Jody Richardson essay the roles of Violet and John, the St. Lawrence couple who give him shelter from the storm, rising above their own problems to help a man in need. These four performances, each marked by a simple, touching dignity, are reflected by a strong supporting cast that includes a haunting Neema Bickersteth (embodying Phillips' powerful racial memory) and a quirky Alison Woolridge and a youthful Mark Power, as memorable St. Lawrence townsfolk.

The story plays out in parallel worlds set more than 30 years apart — on the impoverished

Rock of the Second World War and in a race-riven Boston, circa 1974. They are tied together, however, by Andrew Craig's rich musical contribution, which uses gospel to capture and reflect the rich musicality of both cultures.

As she has demonstrated so effectively on other occasions on this stage, Keiley (recently named head of English Theatre at Ottawa's National Arts Centre) can be a powerful stage force, and she achieves sustained periods of breathtaking honesty and simplicity. In fact, she only trips up when bogged down in cast busy-ness, or by a playwright determined to make his audience understand that this is A Very Important Life Lesson.

If he'd placed more trust in his audience and his story, one suspects this could have been a very important play.

OIL AND WATER



Factory Theatre

DIRECTOR

Jillian Keiley

STARRING

The ensemble

REGGAE RECORDING OF THE YEAR

The Juno Awards: April 21, 2013 @The Brandt Centre Sa(Saskatchewan)

"The Juno is the Canadian equivalent of the Grammy Awards."

Ammoye - Flava McGregor* Doubt "Radio"



Ammoye's name is inspired by the Italian word for love. That's what goes into her music, and it's how audiences respond to her wherever she goes. Rooted in the reggae music of her native Jamaica, Canada's 2011 Reggae Music Award winner for Best Female Artist effortlessly glides from reggae to dancehall and dub, to gospel and soul, to hip-hop and R&B with breathtaking ease and presence. Her phenomenal new single and video, "Radio" is currently taking over the airwaves and social media, having already charted in the UK on Galaxy Gold Radio. Two of her songs, "Best Friend" and "Catch Up" were featured on MTV's 2010 Winter Olympics special, Over The Bolts. Ammoye proudly represented Canada at the World Expo in Shanghai and recently featured prominently at several events marking the 50th Anniversary of Jamaica's independence. Over the past several years, Ammoye has been consistently performing at high-profile events and festivals in Canada and around the world, touring and sharing the stage with A-list artists such as Michael Bublé, Ziggy Marley, Freddie McGregor, Byron Lee & The Dragonaires, Beres Hammond, Beenie Man, The Heptones, Gyptian, Richie Spice, Demarco, Frankie Paul, Joshua Nazuka, Ken Boothe, Serani, Easy Star All-Stars and Exco Levi.

Canadian Reggae Starlet Ammoye Released New Single, “Baby It’s You”

JAN 23

Posted by [mala0517](#)



http://themalaika.com/?attachment_id=16514)

Canadian reggae starlet Ammoye released her new single, "Baby It's You," on iTunes (<https://itunes.apple.com/us/album/baby-its-you-single/id585643533>). Her single – a tasty pop-radio rhapsody with an alluring melody – was produced by Kemar 'Flava' McGregor in connection with his recent campaign to spread the pleasures of pop-reggae music to a global audience. Ammoye's latest offering explores the addiction of love, and the delight of expressing appreciation toward a devoted romantic partner.

If that sounds soft and P.C. – it's meant to sound that way. Ammoye isn't afraid to spread love openly. With "Baby It's You," Ammoye and McGregor are collaboratively united in selling upliftment to reggae audiences, and helping record-label officials to understand that romantic

pop-reggae is the future of the reggae genre. Love it or hate it, you can't deny that Ammoye's new song is melodically and culturally superior to everything the major labels are currently pushing.

"Basically, I want 'Baby It's You' to affect reggae culture in a positive way – allowing the people to get an appreciation of clean, inspirational love music from reggae," said Ammoye. "I want the consumers and the music execs to count this kind of music as viable, necessary and important."

Whether she's crafting a nightclub anthem or crooning a midnight serenade, Ammoye remains dedicated to her creative mission, which is to popularize the status of love. Ammoye said she enjoys a comfortable, homestyle environment when writing love songs – often penning lyrics in her bedroom at night – which affords her the relaxation required to arrange humanistic layers of melody and color.

"The feeling of being and knowing you're in love is like an addiction for me, and I truly love when I'm blessed with having true love in my life," said Ammoye. "I don't hide it...I share it. Because of how this person makes me feel, it was easy for me to write this song, and to express how I felt at the time. I'm simply saying that I'm sure he's the one for me."

Ammoye's musical résumé includes background-vocal performances with jazz luminary Michael Bublé, and with Canadian pop singers Kreesha Turner, Anjulie, Divine Brown, Corylee and Keshia Chante.

In 2009, two of her songs were featured on the MTV Winter Olympics documentary, "Over The Bolts," and she has performed as an opening stage act for hip-hop celebrity B.O.B., and for reggae greats Beenie Man, Beres Hammond, Serani, Gyptian, Gramps Morgan, Chaka Demus, L.U.S.T., and the Easy-Star All Stars.

Ammoye-Baby Its You



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ENTERTAINMENT

Ammoye eyes local radio

Richard Johnson

Thursday, October 25, 2012



VALIDATION from the Jamaican market is always a concern for reggae artistes in the Diaspora.

Born in Halse Hall, Clarendon, singer Ammoye immigrated in 1994 to Canada and for the past 10 years has been plying her trade in Toronto. She is an unapologetic lover's rock act, likening her sound to that of JC Lodge, but says she also tries a fusion of dub beats and house music.

According to Ammoye, reggae is a big part of the music landscape of multi-cultural Canada thanks to the success of Sean Paul, Beenie Man and Shaggy.

"These artistes have helped to push the music in the younger segment of the market. Things are definitely getting bigger and better for reggae in Canada," she said.

Recently, in Canada, she copped the Caribbean Music and Entertainment Award and was named Top Reggae Artiste earlier this year. Her latest track is a lover's rock song called Radio.

The single is produced by Kemar 'Flava' McGregor, who first heard her singing backing vocals on a project for fellow singer Tony Anthony.

"He sent me 10 tracks and that one just jumped out at me... it really had the sound I was looking for."

Ammoye hopes an injection of cash from Canada music channel MuchMusic, will help push the single into the mainstream.

"I just received a grant from MuchMusic to shoot the video for Radio. This will definitely boost and support the reception I have received for this single and this is always great for an independent artiste such as myself," she said.

Ammoye is looking to drop her album in early 2013. However, she is keeping herself busy working on another project with the group Dubmatix.

"Dubmatix is more of that reggae fusion and the first single from that project, Revolution, is due out in January of next year with the album set for release in March."

Ammoye was recently in Jamaica to promote Radio as well as make contact with industry players.



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Promote



AMMOYE with Ammoye Evans

October 20, 2012 • 

Chin FM 100.7 Reggaemaina Show "Dj Ron Nelson" Top20 has two of my songs Charted at #2- Pick Me Up Prod By Ibrillance & #5 -Radio Prod By Flava McGregor

CANADIAN

TOP 20 CHARTS

DJ RON NELSON'S TOP 20 CANADIAN CHARTS

RM
REGGAEMAINA.COM

Compiled by DJ Ron Nelson

1 SHALLI "I FLY"	11 EYESUS FT. JAH VINCI "WE HATE YOU FIRST"
2 AMMOYE "PICK ME UP"	12 ALTY B "LOVE AH COME DUNG"
3 NKRUH "REGGAE MY-LYTIS"	13 TRINITY CHRIS FT. KISCO "PUSH IT A LITTLE HARDER"
4 CHUCKLEBERRY "WINE GAL" OLD SKOOL MEDLY	14 SEAN BUSH "SUMMER AGAIN"
5 AMMOYE "RADIO"	15 SAMPLE KING "MISS MIH FRIEND"
6 TERMINAL DG "GLASSES DARK"	16 MARVIN CHIN "BUBBLE SUH"
7 TONY ANTHONY "SIMPLE GIRL"	17 NEW BALANZ "CRICK CRICK"
8 PERLA FT. NEW BALANZ "PARTY ALL NIGHT"	18 TRINITY CHRIS "PON DIH POLE"
9 FYA LION "BUZZLE AND I KNOW IT"	19 EYESUS "T-DOT"
10 BELINDA BRADY "WISHING YOU WERE HERE"	20 TASHA T "TEARDROPS"

The above top 20 songs from Canadian artists are based on poll taken in Chin FM 100.7 Reggaemaina Show playing Reggae and Dancehall across Canada.

NEW RELEASE

COCOA TEA
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Snapple DapplePETER RUNKS
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HOME > NEWS RELEASE
> OTTAWA SET TO HOST SPECTACULAR JUNO AWARDS IN 2017

Ottawa set to host spectacular JUNO Awards in 2017



Ottawa – The Canadian Academy of Recording Arts and Sciences (CARAS) has selected Ottawa as the host city for the 2017 JUNO Awards. The JUNO Awards Broadcast will take place at the Canadian Tire Centre on Sunday, April 2, 2017, following a week of musical celebrations in venues across the National Capital Region.

Mayor Jim Watson, Co-Chair of the Ottawa 2017 Board of Directors, made the announcement at Mercury Lounge in the Byward Market, before the invited guests were treated to a surprise performance by local artist Rise Ashen and Toronto-based Ammoye. Both artists have

previously been nominated for JUNO Awards and have recently collaborated on a new full length album, entitled Haffi Win.

Mayor Watson's announcement included a challenge for the local arts and music community to begin planning an unprecedented week of music in the Capital. "For JUNO Week 2017, we want to fill every venue. We also want workshops, clinics and classroom programming," he said. "This is your chance to inspire the next generation of Canadian artists and contribute to the legacy of Canada's 150th anniversary celebrations."

Allan Reid, President & CEO, CARAS/The JUNO Awards & MusiCounts cited Canada's sesquicentennial and the enthusiastic support of the Province of Ontario and City of Ottawa as the key reasons for bringing the ceremony to Ottawa. "The Capital's devoted music fans are passionate supporters of both their local and the national music scene, making Ottawa the perfect home for the JUNO Awards in 2017," he said.

"From kitchen parties to concert halls, music gives a voice to our culture and inspires our celebrations," said Guy Laflamme, Executive Director of the Ottawa 2017 Bureau. "This is why we are so excited to include the JUNO Awards as one of the many high caliber events Ottawa will offer Canadians during our year-long celebration of Canada's 150th birthday."

Speaking on behalf of the Province, Minister

Bob Chiarelli (MPP, Ottawa West–Nepean) noted that “the Government of Ontario is committed to supporting arts and cultural events across the province that draw tourists, boost local economies and create jobs. We’re proud to work with partners like Ottawa 2017 and CARAS to create meaningful celebrations all Canadians can come to enjoy.”

JUNO Week in Ottawa will take place March 27 to April 2, 2017 at venues across the National Capital Region.



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