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BEST MUSIC VIDEO  
POP ROCK



ROSE CORA  
PERRY  
AWAY I GO



*"The video for 'Away I Go' is the perfect complement to this hard-hitting pop rock ballad, brimming with cinematic appeal and a message any aspiring artist could relate to."*

Rose Cora Perry's "Away I Go" Wins Music Video Award  
Akademia Artist Feature

**Rose Cora Perry has mastered one of the most entertaining and nuanced styles of pop rock in entertainment we've come across in recent years, and her new single 'Away I Go' shows why you'll be hearing a lot more from her.**

With undeniable vocal talent and fine-tuned production served straight up, Rose Cora Perry is an artist that any pop rock music enthusiast will thoroughly enjoy. The success of her latest award-winning work has not gone unnoticed by critics. Yet there's something special about Rose Cora Perry that sets her apart from other pop rock acts. In a musical generation characterized by manufactured pop, Rose Cora Perry's originality and sincerity do more than stand out. They reveal qualities that cannot be engineered in the studio. There's also an unpretentious realness to this artist out of London, Ontario, Canada and judging by her growing fan base, she may be precisely what the new generation didn't know it was missing. Independent reporter Blake Wright recently caught up with Rose Cora Perry to get an inside look at this exciting new artist and to learn what she has in store for fans this year.

1. **As an artist on the rise, what is one thing you are most excited about and one thing you are most afraid of happening in your career?**

I'm most excited about "possibilities", performing my material live, and connecting with new listeners. Releasing a little piece of yourself – your art – into the world takes a tremendous amount of effort and courage; one can only hope it resonates with others.

In terms of my biggest career fears, quite simply: losing the ability to write music and/or perform. It goes without saying that the music industry is riddled with scams and not-so-delightful characters looking to prey upon the hopes and dreams of young aspiring artists. However, that's not the music industry I'm interested in.

While it'd be incredible to perform with fellow players whom I've long admired, I create music as a means of self-expression and as a way to relate to others; I perform to inspire people.

**2. Your song 'Away I Go' is receiving a positive listener response on radio. What was your initial reaction when you first heard your song playing on radio?**

In three words, "that's pretty awesome", especially given the fact that the first commercial radio station that aired my single had it nicely sandwiched between Justin Timberlake and Adele – a little indie artist like me from Canada certainly cannot complain about that!

While I've received college and online radio play before, this is the first time in my career I've received commercial airplay. I had high hopes for my new album, "Onto the Floor", and am quite pleased that it's receiving such a positive response from both listeners and the media.

**3. What was the inspiration behind your radio single?**

All of my songs are inspired by true events from my own life. "Away I Go" recounts the tragic tale of a love gone wrong and the betrayal I endured from a former partner due to his insatiable lust for fame.

**4. It is often said that great art arises from difficult experience. Is there something in your life experience thus far that you would describe as the 'catalyst' or 'fuel' for your desire to create music?**

I wouldn't pinpoint a single experience as the catalyst for my musicality. Rather, my music is a reflection of the sum of my personal experiences. We are all made up of many parts and many stories.

I struggled a lot – particularly in my youth – with fitting in and finding myself. While I wrote my first song at age seven, the songwriting spark within me was really ignited when I hit my teenage years and found myself having to cope with bullying, self-esteem issues and a difficult homefront.

Since then, the trials of life, love and loss have continued to fuel my creativity. Although the inspiration behind most of my songs stems from my darker emotions, I try to leave my listeners with a sense of hope that they too can pull through their difficulties.

**5. How would you characterize yourself as an artist/musician? (Ex. Down-to-earth, serious, fun-loving, complicated...)**

My music has been described as "tumultuous", "raw", "thought-provoking" and "visceral" so I believe I'd likely fall into the serious/complicated category (LOL!)...but, that's just fine with me. Music to me is as much about the melodies as it is about the message and I aim to write songs that allow listeners to celebrate their moments of happiness as well as find solace in their times of darkness.

## **6. What has your experience been like working with the other people on your team?**

I am a one woman show as far as my songwriting, management and publicity. For the purposes of creating my new album, "Onto the Floor", I hired session players Ariel Kasler (jazz/classical pianist) and Ted Peacock (drums).

This past January, I recruited Tyler Randall as the drummer for my live performance duo, The Truth Untold, which was formed for the purposes of touring in promotion of my new album.

## **7. Did you come from a musical background? Are there other musicians in your family?**

I actually come from a long line of entrepreneurs. Both of my parents started their own businesses and I grew up seeing them build their companies from the ground floor up. This was hugely beneficial in terms of understanding the ins and outs of what makes a successful business and I've applied much of the knowledge I gained from my parents' respective successes to navigating my own career.

While neither of my parents are musically-inclined (on the contrary, they're both award-winning athletes!), my older brother is an accomplished lead guitarist and his taste in music really influenced mine the more I got into rock as a teenager.

My parents also enrolled me in classical vocal training at an early juncture. In fact, my first live performance was at age four at which I performed, "Castle on a Cloud" from Les Miserables at one of my recitals. I studied classical/jazz vocals for 14 years through the Royal Conservatory of Music, obtaining my grade seven in vocal performance and my grade two in theory rudiments.

Throughout this time, I also dabbled with a variety of different instruments including violin and flute, but nothing really "spoke" to me the same way that singing did. It wasn't until I was 15 that I picked up the guitar.

I taught myself how to play guitar by practising six hours a day for six months straight. No joke. While I didn't aspire to be a lead player a la Angus Young, I wanted to be competent enough to back myself up as a singer and so I deliberately tried to learn songs wherein the vocal melodies contrasted the rhythmic timing of the guitar. The first song I mastered (ie: being able to sing/play simultaneously) was "Say It Ain't So" by Weezer.

## **8. What do you find most rewarding about being an artist? What do you find most challenging?**

By far the most rewarding thing is being on stage and connecting with people through the power of music. The most challenging thing is EVERYTHING you need to do in order to get to that point: promotions, bookings, management, social media management, writing and recording music etc. – everything that happens behind the scenes, everything that you don't "see" that goes into producing those live moments.

## **9. Who are your role models in music?**

As far as business savvy, I've always admired the Queen of Reinvention – the one and only Madonna. Irrespective of one's musical genre, if you're a woman in this business, you owe a lot to her. She successfully navigated the ins and outs herself, in turn paving the way for many other great females, like Canada's own Alanis: another one of my rolemodels.

From a songwriting perspective, my biggest influences are Veruca Salt, Chris Cornell, Silverchair and Courtney Love. In other words, I'm a diehard grunge kid! I also greatly look up to the showmanship of

Steven Tyler and the late M.J. Vocally, I love jazz greats like Sinatra and Fitzgerald.

**10. Describe your best or most memorable performance.**

I've had the privilege of performing at many amazing music festivals and conferences. I'm truly grateful for those opportunities and look forward to many more.

In terms of my latest tour in support of my just released album, "Onto the Floor", our best performance was actually our very last one of the season.

We played an electric set at Sessions Recording Studio in Fort Erie which was in front of a live audience as well as simultaneously broadcast on the web. Beyond our set, the show involved an interview wherein I was able to discuss aspects of my career as well as the inspiration behind some of my songs.

The hosts were awesome, the crowd was receptive and the sound was perfect: ideal conditions for any touring musician.

**11. What advice would you give to young, aspiring artists out there who are unsure and need guidance?**

Recognize first and foremost that the music business is a BUSINESS. It doesn't matter how talented you are, if you're not willing to put in the work, you will not go far.

**12. What's next for you as an artist? Is there an album in the works? If so, what can you tell us about it?**

I just released my sophomore solo album, "Onto the Floor" (Away I Go was the first single) on November 21<sup>st</sup> 2016. Although it changed directions many times along the way (I worked on it for four years), I couldn't be happier with the end result given that I personally feel it's my best work to date, reflecting a unique combination of my classical background mixed with my rock'n'roll aesthetic.

In support of this release, I'm hoping to line up some more great tour dates with my live duo, The Truth Untold. As far as what else the future holds? We'll see! I'm open to possibilities and am excited by the warm reception I'm receiving thus far.