

Joy
XANDE

OFFICIAL PRESS KIT 2023
WWW.JOYXANDE.COM



@JoyXande

STREAMING
EVERYWHERE

@JoyXande



@JoyXande

BIOGRAPHY

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ABOUT
JOY
XANDE

Joy's purpose in life is to influence people of all ages. Joy recognizes that although this world is a tough place to thrive, you can still thrive. Joy Xande believes we should love what we are given in such a short amount of time, no matter what our circumstances may be. In a blink of an eye, a negative situation could become a positive situation. Joy says it is essential to recognize that the time on this earth, is a gift.

There hasn't been a day in her life that she can remember, that she hasn't been singing a song or playing an instrument. Writing came shortly after and Joy would spend countless moments with her grandfather outside, singing songs at early hours of the morning; waking up the neighbours. Joy mentions she is fortunate to have the influences she does to push her to become better and strive for higher achievements.

46K

YOUTUBE
VIEWS

8.3K

INSTAGRAM
FOLLOWERS

46K

SPOTIFY
STREAMS

MUSIC



Joy Xande, Soul artist, is originally from Springfield, Illinois and is now located in Toronto, Ontario.

Encompassing the modern sound of love and relating to the classic sound of the blues, Joy Xande uses her powerful voice to challenge the ongoing frame of reference in mainstream music. Joy Xande continues to help empower others to discover and embellish in their true authenticity.

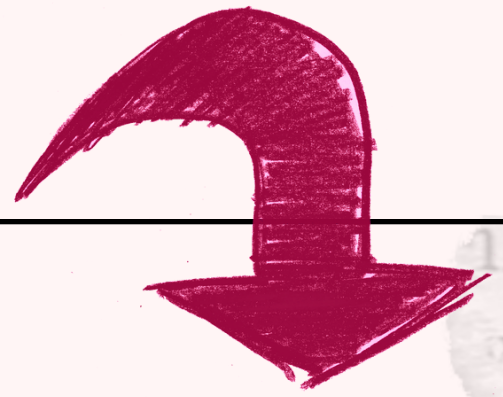
Joy carries a jazzy angelic tone reminiscent of the early 1960's. While generally accompanied by a seductive saxophone over desirable soul organs, nubile percussion, and a voluptuous bass line, Joy Xande & The Business strike with smooth adaptability as a collective. Always open to collaboration,

Joy Xande crafts lavish, contemporary R&B, lovingly made with a teaspoon of Psychedelic rock and infused with angelic harmonies. Exuding ambient music for novelty, lifestyle awareness, creative expression and understanding, Joy Xande exalts her listeners as more than just an audience. She entertains, empowers and beguiles by identifying with her audience. Let the Good Vibes Flow; listen to Joy Xande!



@JOYXANDE | AVAILABLE ON ALL STREAMING PLATFORMS

PRESS



2018 CCSAI

She was determined to enhance her musical craft and produce countless songs and demo tapes in the comfort of her home.

2018 CARIB101

Joy Xande's Live Appearance on Diamond Radio Show

2019 WWETV

Host Brooklyn sits down with Toronto artist Joy for an in depth interview about her beginnings in music and her desire to create eclectic music for her audience.

2020 TALKINHIPHOPSHOW

Joy Xande's Zoom Appearance on Talkin Hip Hop Show

2020 BSIIDERADIO

Joy's Personal Lens on Life, Growth and Modern Romance Gives All the Songs on 183 Endless Life, and Is Definitely a Project You Need to Keep in Heavy Rotation.

2021 MUSICINSIDERGLOBAL

The lyricism is also incredibly personal, raw and heartfelt, something which we have come to expect from joy, as it is something she does so well.

2022 BUZZ MUSIC

Joy Xande Invites Us In With Her Soulful New Track, "Just A Feeling"

2022 R&B WORLDWIDE

There are also so many different instruments in this track that either it's a real band or some production wizardry at work.

2022 MUSICINSIDERGLOBAL

While accompanied by a seductive saxophone over desirable soul organs, nubile percussion, and a voluptuous bass line, Joy Xande & The Business strikes with smooth adaptability, as a collective.

2022 MUSICINSIDERGLOBAL

Joy Xande becomes Artist of the Month for February: Listening to her music will definitely get you wanting to keep her close. Her unique tracks are quite fascinating and pleasing to the ear.



ACHIEVEMENTS



- **2017** Performed for Peel Regional Police 11 Division, Mississauga officials including Bonnie Crombie, scholarship recipients and the Congress of Black Women Mississauga & Area Chapter at their annual scholarship award ceremony
- **2018** Live Appearance on Diamond Radio Show
- **2019** 'Walls Come Down' 360°VR production, Brian Nevin
- **2020** Graduated from Centennial College, Music Industry Arts and Performance
- **2020 - 2021** EP 183 was featured on The Scope at Ryerson, CJRU 1280AM via commercial broadcast to over 36, 000 listeners in the GTA and surrounding areas
- **2021** Accumulated 8,000 followers on Pinterest, with over 9 million regular viewers & 50K regular impressions per pin
- **2021** in Australia, 'Lockdown' by Joy Xande & The Peace Option was featured and regularly played on 3CR 855AM; Melbourne's voice of dissent since **1976**.
- **2021** Spotify adds 'Just A Feeling' by Joy Xande on their **Mood Ring** editorial playlist with over 116K listeners
- **2022** Spotify adds 'Just A Feeling' by Joy Xande on their **New Music Friday** editorial playlist with over 3.8M listeners
- **2022** **BYG MUSIC** welcomes Joy Xande to their roster of recording artists & musicians
- **2022** CJRU 1280AM & BSIIDE radio, amongst many other radio stations (Globally: CFMP Radio, Go Yellow Records, Bostin Radio, AHFUN Radio, Eagles Nest Radio, etc.) begin to broadcast 'Just A Feeling' to over 36, 000 listeners in the GTA and surrounding areas
- **2022** Joy Xande becomes Music Insider Global's Artist of the Month for February
- **2022** **NESCAFÉ GOLD™ ESPRESSO** promotes their brand through Joy Xande & JX Media
- **2022** **KNIX™** promotes their brand through Joy Xande & JX Media
- **2022** **TOPICALS SKINCARE™** promotes their brand through Joy Xande & JX Media
- **2022** **PARADE™** promotes their brand through Joy Xande & JX Media
- **2022** **MORPHE™** promotes their brand through Joy Xande & JX Media
- **2022** **MAUI MOISTURE™** promotes their brand through Joy Xande & JX Media
- **2023** **NETFLIX™** promotes their brand through Joy Xande & JX Media
- **2023** **VIOLIFE™** promotes their brand through Joy Xande & JX Media
- **2023** **GUERLAIN™** promotes their brand through Joy Xande & JX Media

CONTACT



REACH
JOY

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