



MAUVE

Official Press Kit 2018

Biography

*Life happens. Changes can break you.
But music gives you the chance to create a new story.*

If you ask singer-songwriter Mauve what she feels about creating music, she says it has the ability to take you to an altered reality. Mauve wants to give homage to the transforming powers of music, to revitalize you despite discouraging and less-than-ideal situations.

A rich voice in a small frame, while growing up Mauve was constantly inspired by theatrical performances, and she turned to the keys of her piano to bring forth that passion into her everyday life. From the age of 14, she has worn her heart on her sleeve as she has learned to play and write her own songs. Now, her music has gained over 160,000 streams on Spotify and counting.

There is a certain edgy sensibility that she brings to her music. You can tell in her live performances, which she believes are the best part of being a musician and singer, that she has a natural ability to bring energy to the stage, which moves her listeners to a better place.

Influenced by the deep and emotional vocals of Amy Winehouse and Sia, you can feel the vulnerability in Mauve's lyrics, as they are placed over a catchy, tropical house beat. She gives credit to her home city of Toronto for providing many outlets and opportunities to explore different styles of music through its vibrancy and the diversity of its people.

Mauve's new single showcases her desire to be a part of every aspect of artistry, and to share her unique message and sound that can move any listener.



Music

Sweetness

The Sound



Listen on ReverbNation

<https://www.reverbnation.com/musicby-mauve/songs>



Listen on YouTube

https://www.youtube.com/watch?v=FN-LGJam_rQI

Music Videos

"Back to Black (Amy Winehouse Cover)"

<https://www.youtube.com/watch?v=y-CrVmzEzFMw>

"EDM Music Mix 2018 | Dance Mix | Best EDM Party Club Music 2018"

https://www.youtube.com/watch?v=p_pQP-bLFhnw&feature=youtu.be

MAUVE

The Sound



Press

Ming Wu - No Filter ~ Radio show on CHUO 89.1 FM ~ "One of those pop songs that will be in played on Top 40 radio. Great tune to listen to in a park or beach during the summer time."

Concert Monkey ~ "Singer/songwriter with an eclectic, soul-jarring but playful sound; Mauve transcends genres to bring you feel-good tracks with hints of Jazz through Tropical House and EDM production. Since her last release, 'The Sound', Mauve raised the bar high for anything that would follow."

James McQuiston - NeuFutur ~ "Few artists are able to provide listeners with a full sense of whom they are with just a single song, but *Sweetness*, the latest effort from Mauve, does a tremendous job in showcasing a bevy of styles and approaches used by the performer. What we were most impressed by with Mauve's new single is how effortlessly that this Toronto performer is able to go and blend together a number of styles that would seem to work at cross purposes. The production is lush and allows each element of the track to shine, all while coming forth as something that listeners have never heard before."

Indie Music Home ~ "From the first moments of the song you feel the beautiful and distinctive voice of Mauve in your soul, this will make you repeat the song again and again."

Eonity Music ~ "Nice vocals, mixdown of it is clear and powerful. The balance between the vocals and the music is well-managed. Track is full of good vibes, pleasing to hear! Good job."

York Calling ~ "The Sound is the sultry single from Canadian electro-pop artist Mauve. In Mauve's own words, the track is about how music can keep you going through periods of change and as a listener it comes through loud and clear. Starting her musical career, Mauve has a big future ahead of her."



Over 40 Top Spotify Playlists



Mauve's songs have gained over 120,000+ streams on Spotify and has also been featured on over 40 Spotify playlists such as:

"TVZ"
(Multishow)
(26,000+ followers)
(Link)

"iTunes US Top 100"
(Updated Weekly)
(52,000+ followers)
(Link)

"Dutch Dance Top 40"
(36,000+ followers)
(Link)

"Music Gods"
(22,000+ followers)
(Link)

Radio

Mauve's single "The Sound" has been featured on radio stations:

KRXM Radio
SIMLIVERADIO
Radio Roberto
No Filter on CHUO FM

Online

It has also been featured in these online articles:

"Short Cuts: The Best Songs Heard from Today's Indie World" - Broadtube Music Channel
"Monday Mashup 2018" from LA Music Critic Dat Buzzing Sound
"2018 Mixtape" on Mixclout
Concert Monkey
Wonky Sensitive
Dope Future
Turn Me Loud
Neu Futur Magazine

Upcoming Shows

10
MAR

May Café
(9pm)

14
APR

May Café
(9pm)

19
MAY

Yonge-Dundas
Square RibFest

26
MAY

Newmarket
RibFest

30
MAY

Smiling Buddha
(9pm)

2
JUN

Windsor
RibFest

16
JUN

Beaches
RibFest

21
JUN

The Boat
(9pm)

23
JUN

Thornhill
RibFest

30
JUN

Midland
RibFest

7
JULY

Ancaster
RibFest

14
JULY

Milton
Ribfest

21
JULY

Welland
RibFest

28
JULY

Ajax
RibFest

11
AUG

Hamilton
RibFest

18
AUG

Georgetown
RibFest

1
SEP

Orillia
RibFest

8
SEP

Sarnia
RibFest

25
AUG

Waterloo
RibFest

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