



SO FIERCE MUSIC



An LGBTQ+ inclusive music label and entertainment company without borders.

Founded in 2020, SO FIERCE MUSIC is a new kind of music & entertainment company for artists marginalized and disadvantaged by the mainstream music industry because of gender or sexual identity. Founder and CEO Velvet Code (internationally acclaimed, award winning Artist/Producer) states *"I have experienced first-hand how difficult it is for an LGBTQ+ artist to be seen and heard, not only in the music industry, but in the world. It's time for change"*.

The change is now. SO FIERCE MUSIC provides Artists' professional direction and a proven path forward, guiding artists while providing an established platform for success. All while celebrating the diversity of our client roster and their individual talents. We are perfect as we are. In fact, WE ARE SO FIERCE.



MEDIA



Launch of So Fierce Music (August 26, 2020)

<https://sofiercemusic.com/official-press-release-launch-of-so-fierce-music/>



Velvet Code Launches So Fierce Music, Debuts New LGBTQ Summer Anthem (July 14, 2020)

<https://sofiercemusic.com/canadian-electronic-artist-launches-so-fierce-music-debuts-new-lgbtq-summer-anthem-teenage-dreamer/>



So Fierce Music Announces Artist Signing – Deity Jane (August 19th, 2020)

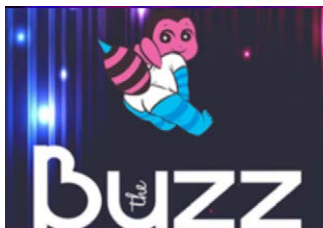
<https://sofiercemusic.com/so-fierce-music-announces-artist-signing-deity-jane/>



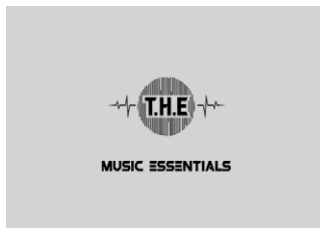
So Fierce Music Announces Artist Signing – Sofonda (August 25th, 2020)

<https://sofiercemusic.com/so-fierce-music-announces-artist-signing-sofonda-cox/>

Media Mentions



So Fierce Music + Sofonda
— Music for Marginalized
Artists (Cover)



Launch of LGBTQ+ Music
Label SO FIERCE MUSIC



So Fierce Music



Sofonda “Thrive”,
So Fierce Music



SO FIERCE MUSIC

TEAM

Velvet Code Founder / CEO

Velvet Code is an International award-winning genderfluid Electronic Music DJ, producer and artist based in Toronto, Canada. A firmly established Producer and Songwriter on the electronic music scene, their music can be described as '80s and 90s-influenced electronic dance, most notably the sub-genres known as house, nu-disco and electro house.

Velvet's album Dreamer accumulated over 3 million plays on Spotify, Apple Music and Youtube, was featured on major publications such as DJ Mag, EDM.com, EDM World Magazine, EDMTunes, EDM Sauce, Canadian Beats and DJ Times Magazine and the track "Mary Offered Ladybugs and Love You's" reached the top 20 in the 2019 Billboard Dance Charts.

Velvet Code has performed on a variety of stages, including Breakfast Television, CTV Morning Live, Global News Morning Show, and most recently has been interviewed by iHeartRadio, eTalk and Canadian Beats.

As a songwriter, Velvet developed a songwriting partnership with Wendy Starland who discovered and developed Lady Gaga. Wendy is now a part of the So Fierce Music family and will be working alongside Velvet Code as a co-songwriter.

As a producer, Velvet Code is on the remix team for Lady Gaga's Chromatica, with notable remixes of Stupid Love and Sour Candy.

In addition to producing new music, Velvet also hosts a syndicated weekly house music show,



MUSIC LINKS FROM VELVET:

YouTube: <https://youtube.com/velvetcodeworld>

MixCloud: www.mixcloud.com/velvetcode

Soundcloud: <https://www.soundcloud.com/velvetcode>

Spotify: https://open.spotify.com/artist/7EZWiujk2DXkuWUsSaUCKd?si=acUN_OY7QCuAk9Jj1QCM4g

"Rise To The Rhythm," broadcast to over a hundred radio stations internationally with 850,000 potential listeners each week.

In early 2020, Velvet founded SO FIERCE MUSIC, a new kind of music & entertainment company for artists marginalized and disadvantaged by the mainstream music industry because of age, race, gender, or sexual identity. SO FIERCE MUSIC provides professional direction and a proven path forward, all while celebrating the diversity of their rapidly expanding client roster.

Bonte Minnema Digital Content / Marketing

Bonte Minnema has over fifteen years of experience in advertising and community relations specializing in digital media, content creation and legacy media. With artistic, corporate, academic, and charitable clients, his diverse experience helps him deliver on each client's unique goals.

Bonte is spearheading a new We Are So Fierce VIP Program, which connects drag and LGBTQ+ artists with their fanbase to create bonds and further fan networking, expected to launch in the spring 2021.



Barb Snelgrove PR / Communications

Barb Snelgrove is a multi-award-winning PR Specialist, TV/Radio Broadcaster, Writer, Digital Media Consultant and Community Advocate based out of Vancouver, B.C.

As Owner/Operator of megamouthmedia consulting, a boutique media and branding company, Barb brings 20+ years of public relations and communications experience specializing in the areas of arts and culture, travel, event production, non-profit organizations, and broadcasting. "megamouthmedia" works with individuals and organizations to better engage audiences, enlarge their demographic reach, and nurture relationships to expand their brand through unique and creative promotional campaigns.

megamouthmedia consulting is recognized as one of the leading PR firms in Canada currently working with businesses and agencies seeking to engage digitally with targeted LGBTQ+ content and audiences. She is an Ambassador for #ilovegay, a social *first*, LGBTQ+ media company and is an Advisory Panel member of *LGBTQ+ PopUp*, connecting media and brands to the global LGBTQ+ advertising and marketing community.

Once named by Outtv as one of "Canada's Top Ten LGBTQ+ People Making A Difference", Barb is Co-Producer/Host of QueerFM Van, Canada's longest running queer radio show and is a contributor and host on Outlooktv and OutTV. She has written

for numerous online publications, is a public speaker/consultant on LGBTQ+ issues, social media, PR, and brand promotion and has presented at media conferences & events around British Columbia.

Barb is an Inductee of the Canadian Queer Hall of Fame & has also been recognized by the YWCA Women' of Distinction Awards, City of Vancouver Awards of Excellence; and is a recipient of the TELUS Pride Legacy and BC Association of Broadcasters (Award of Excellence) Awards, to name but a few of her acknowledgements.





SO FIERCE MUSIC

SERVICES

“Being a *So Fierce Music* artist gives them the ability to be creatively and personally free, without exception”...

From production and songwriting to video, merchandise and artist promotion, Toronto-based *So Fierce Music* is a one stop shop for the hottest LGBTQ+ talents to hone their sound and style, all while celebrating the unique and diverse backgrounds of each of the artists.

Spearheaded by Velvet Code, the *So Fierce* team is made up of producers, songwriters, video directors and musicians who have over 30 years of experience in the industry, and have produced multiple top 5 charting releases on Billboard, Music Week, DMC and ARIA.

Numerous story angles can be developed from this “mission statement”, including interviews with the artists, the CEO Velvet Code and the Production stable, all of whom bring interesting tales to tell of their personal stories, ethnicities and performing backgrounds.



SO FIERCE MUSIC

ARTISTS

From DJ's to Drag, performers to producers, the So Fierce roster continues to grow. With close to twenty talented artists signed, *So Fierce Music* offers an eclectic, multi-cultural entertainment production house that pushes the envelope.



Baby Bel Bel the reigning Miss Crews and Tangos is Toronto's Fun Loving Pop Culture Drag Queen known for her high energy, bright coloured wigs, costumes and comedic performances.



Brandon Hilton is an American vocalist and songwriter whose recent album "REBORN" hit #9 on the US iTunes Dance Chart in January 2021.



Danny Dymond is an electronic-pop and house music recording artist based in Toronto, Canada with an electrifying and upbeat sound to inspire LGBTQ+ house music lovers around the world.



Deity Jane is a singer/songwriter, actress and visual artist from Gainesville, Florida with musical influences like Nancy Wilson, PJ Harvey and David Bowie.



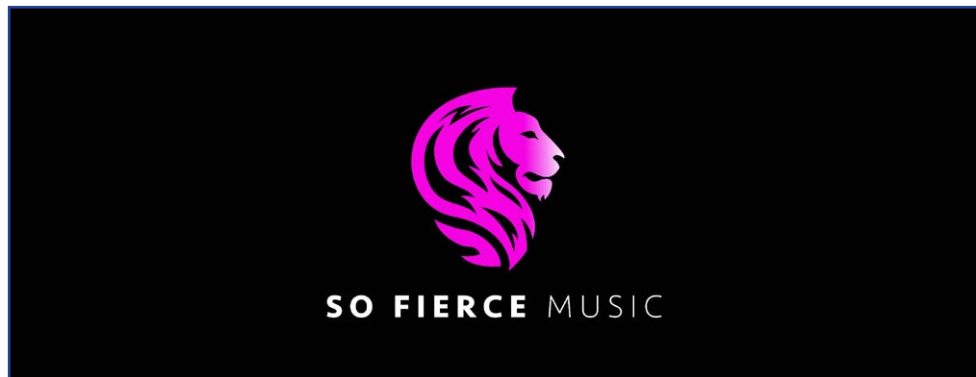
Elle Taylor is a drag recording artist and actress from Key West, Florida, best known for her breakout role as Drag Queen Donatella Versace in *The Assassination of Gianni Versace*.



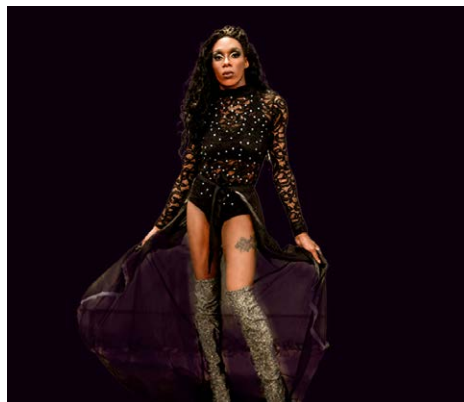
Jaime Adrian is a Mexican American singer from the south east side of Chicago with a dream of being a gay euro pop music icon for LGBTQ+ youth around the world.



Jay Light is a Toronto-based New Yorker, rapper, songwriter and producer who has found fresh musical freedom in the electronic music world with his new single “Damn Daddy”.



Kali Marz is a soulful, electric singer/songwriter from Texas who brings unique vibes to the sonic spectrum of House/Electronic Music.



London Shanel is a drag performance queen from San Diego, California who is returning to the music scene with their new single “Bad B*tch”.



Mona Moore is the reigning Miss Canada Continental from Calgary, Alberta Canada with a number of crowns under her belt including Miss El Convento Rico, Miss Vancouver Island and the first winner of Absolut Empires



Naomi Leone, the reigning Miss El Convento Rico's, is a fierce queen who isn't afraid to express her opinion and emotions through music.



Ophelia Manson is a drag phoenix originally from Sudbury Canada, a spit-fire dancer who loves to showcase dazzling looks and jaw-dropping stunts.



Sofonda is a supreme drag performer, songwriter and recording artist from Toronto Canada whose recent single “Thrive”, produced by Velvet Code and released on So Fierce Music was the highest streaming single of Canadian drag artists in 2020.



Trey Mon\$y (formerly known as Trey Jackson) is a 22 year old transgender singer, songwriter from Texas who was a critically acclaimed contestant on American Idol in 2018.



Tash Riot, the “queen of the lesbians”, is an Australian AFAB queen with an incredible vocal range, currently a resident of Toronto Canada.



Velvet Code is an Electronic Music DJ, Producer, Songwriter and host of the critically acclaimed “Rise To the Rhythm”, a radio show specializing in house and nu-disco.



SO FIERCE MUSIC

For more information, promotional or interview opportunities with So Fierce Music or their artists, please contact:

Barb Snelgrove

Cell: +1.604.838.2272 | barb@sofiercemusic.com

sofiercemusic.com



facebook.com/sofiercemusic



instagram.com/sofiercemusic



twitter.com/sofiercemedia



youtube.com/sofiercemusic