

# TOYA DELAZY

BET Award nominee, Toya Delazy, 25, is the bright and colorful JEHP (a fusion of Jazz, Electro, Hip-Hop and Pop) singer/producer and one of the biggest names in current South African music scene.

Pianist, producer, rapper and singer-songwriter Latoya Buthelezi, known as the dynamic jazz-electro-hip-pop phenomenon Toya Delazy, has made her mark as one of the finest performers to break new ground in the South Africa's burgeoning music industry. At age 9 she began to train in classical piano, and attended Howard College's Jazz Program in Durban in 2009. Due to her exposure to different influences, from Amy Winehouse, Lauryn Hill, Skrillex, Radiohead, Kings of Leon to Black Eyed Peas, she pieced together the different nuances, performing around Durban's pubs with her keyboard and a beatboxer, before being scouted by Sony Music Africa, and performing at the Africa Concert in Johannesburg in 2011.

Toya eventually signed to the label and released her debut album "Due Drop" in April 2012, raising the bar to fresh, new heights.



With more than 1600 radio plays and 400 000 Youtube views, her first single "Pump It On" dominated across the country's Top 40 for 16 weeks and beyond, with the iconic video, propelling the track into viral status across Pan-African channels, including MTV Base, Trace TV, Channel O and OkayAfrica. The "live life to the fullest" concept behind the track prompted Reebok to recruit her as a brand ambassador in 2012. With following singles "Heart," "Love Is In The Air" and "Are You Gonna Stay", Due Drop soon reached Gold status and got Awarded as Newcomer of The Year, Best Pop Album and Best Produced at the 2013 South African Music Awards and, the same year, received a BET Award Nomination for Best International Act. After a 200 dates Tour across Southern Africa, between 2012 and 2014, Toya also appeared as guest on X-Factor, Idols and opened for Paolo Nutini and Ne-Yo during their African Tour.

In 2015, Toya released her 2<sup>nd</sup> album, titled "Ascension", with hit singles "Forbidden Fruit" and "My City". The album propelled Toya to international levels, headlining at the Apollo Theater NYC, scoring 3 nominations at the International Out Music Awards in New York and recently headlining a SOFAR showcase in London.

With the growing international appeal and hoping to connect to a wider audience, Toya Delazy decided to move to London and release 'Luv My City' in the UK, a song originally written in 2011, and released in 2014 in South Africa as "My City", featuring a local collaboration. The song topped charts locally, and attracted some airplay in the US. The song was re-recorded in London in August 2015, keeping the original production, boosted with a hooky rap verse.



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## PRESS QUOTES

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**Rolling Stone:** "Sassy and classy enough to compete globally."

**The Times:** "Toya Delazy's sound - masterful blend of pop, soul, jazz and electro - is unique and refreshing."

**People Mag:** "The album is filled with insane rhymes, immaculately produced beats and really is the most current sounding album to have come out of South Africa in a long time"

**Cosmopolitan:** "an ice-cool talent who creates music that will make you misty-eyed."

**FHM:** "Due Drop is superb, it's an ass-shaker that you're not likely to tire of."

**Heat Magazine:** "Toya Delazy is a burst of fresh air. We haven't heard such an original album for a while. We love it."

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## INTERVIEWS

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Afropunk (USA): <http://www.afropunk.com/profiles/blogs/video-premiere-interview-toya-delazy-tackles-xenophobia-racism>

El Pais (Spain): <http://elpais.com/afica/2015/07/01/0150701139.html>

News24: (S.Africa): <http://www.news24.com/Archives/City-Press/Toya-Delazy-is-setting-the-US-on-fire-20150429>

TRACE TV (Global): <https://www.youtube.com/watch?v=11Ymcs6Bymw>

BBC Africa (UK) : <http://www.bbc.com/news/world-africa-22384341>

From 18tolife blog (UK): <http://www.from18tolife.co.uk/2015/07/toya-delazy.html>

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## MUSIC VIDEOS

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Pump it On: <http://www.youtube.com/watch?v=t0NpJkuYCgk>

Memoriam: <http://www.youtube.com/watch?v=-je5I5o4Z9E>

Forbidden Fruit: <https://www.youtube.com/watch?v=gLmLv5fRjmo>

Why Hate? : <https://www.youtube.com/watch?v=Ug3t52d1>

My City: <https://www.youtube.com/watch?v=BTHMm3OdQgc>

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## VIDEO EPK

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<https://www.youtube.com/watch?v=khLyqPkYk4U>

Toya Delazy is currently endorsed by LEVI'S

