

JADYN

Three years may seem an eternity to an aspiring pop star, but Sparrow Recording artist Jady Maria has learned to wait patiently for the right time to debut her musically diverse record which combines elements of R&B grooves, aggressive rock vocals, and pulsing Latin music in a nod to her Puerto Rican heritage. Jady's vocals have been likened to one of her influences, Mariah Carey, but her music is more complex and textured than just your run of the mill pop music. "I love the attitude of rock, the soulfulness of R&B, and the happiness of Latin music. I'm young, I have attitude, but I also love to have fun...so it suits me well!" Lyrically, Jady has themed the record to challenge her peers to make good choices in their lives and aspires to be a positive role model for those who listen to her music.

The 19 yr. old artist was quickly signed at the age of 16 and has spent the next 3 years defining her sound in the studio, touring in front of over 100,000 people in 2004 alone, and sharing the stage with acts like Jump5 and Relient K. Her record was slated for a September 04 release, but in May, Jady was discovered by an ad agency who quickly realized Jady's beauty, talent, and wholesomeness translated into the perfect opportunity to be the spokesmodel for the new Herbal Essences shampoo ad campaign. That break opened more doors in the mainstream market than she could have dreamed of and subsequently changed the trajectory of Jady's career pushing the record release back to 2005.

Ironically, Jady spent most of September in Los Angeles shooting the "Rock You Senseless" ad campaign and a tv appearance on the WB sitcom, "What I Like About You" when she was originally supposed to be promoting her record release - a fact she couldn't be more content with. "I'm not the most patient person in the world, so at times, this 3 year recording process has been challenging. But I'm a firm believer that everything happens for a reason. If it had come out 2 years ago, I might not have gotten to work with Clairol or appear on 'What I Like about You' in conjunction with the album. Needless to say, I'm very grateful and excited about all these opportunities." Sensing the momentum, Virgin Records, a sister label to Sparrow under the EMI umbrella, quickly fell on board and hooked her up with the hot LA-based production team, The Matrix (Avril Lavigne, Britney Spears), who she is currently collaborating with in the studio in anticipation of an 05 release. The daughter of a minister and Puerto Rican mother, Jady currently resides in Nashville, TN, with her parents and two younger siblings.