

Cherelle Jardine

Singer, Songwriter, Musician, Producer. Stone Poets, HEAD.
Producer/Host of “Make a Scene Canada” on Pacific Northwest
Radio,
Director of Canadian Musicians’ Coalition,
President LaserBeam Music
Marketing Director Pacific Northwest Radio.

Cherelle has been recording, performing and producing music since 1995 and her body of work includes 12 independent cds as well, has worn many hats within the music industry.

Starting off as a solo artist, Cherelle recorded 4 solo albums from 1998-2006.

From 2002-2009, Cherelle produced a highly successful concert series with the City of Richmond called Musical Expression. ME showcased over 100 artists during it’s run.

In 2009 Cherelle formed a band with her daughter Ajaye Jardine called The Jardines. They performed their inaugural show at the opening ceremonies at the 2010 Olympics Ozone stage in Richmond BC.

The Jardines released 2 full length cds from 2009-2012.

Cherelle was a spokesperson for CTV's “Do you believe campaign” for the Olympics as well produced a Musical Expressions evening on the Ozone Olympic stage.

In 2011, Cherelle, Marc Gladstone and Scott Jackson formed Stone Poets, a modern folk trio and to date have recorded 4 cds and toured across Canada as well as parts of the USA.

In 2019, Stone Poets released 2 singles, “Gleam and Beam” - released in July and “The Great Divide” - written in Nashville with Daryl and LeeAnn Burgess.

In 2015, Cherelle took on an alter ego “Lyric” and formed the rock band HEAD with Marc Gladstone. HEAD released 2 full length cds from 2015-2018.

Cherelle produces a radio show on Pacific Northwest Radio called “Make a Scene Canada”. MASC airs every Tuesday night at 7 pm PST. Cherelle interviews Canadian recording, performing artists as well as industry representatives.

Cherelle is President of Laser Beam Music, a boutique music company in Vancouver and is the Marketing/Promotional Director of Pacific Northwest Radio.

Cherelle is the recipient of The Richmond Arts Award in 2011 and the Ethel Tibbits award in 2012.

Cherelle is past President of Pacific Songwriter's Association and past Vice President of PAIRA - the Pacific Alliance of Independent Recording Artists.

She is also the co-creator with Marc Gladstone of the Make a Scene Facebook group - which was created to help ignite the live Vancouver music scene in Vancouver.

The Canadian Musicians’ Coalition is her latest passion. As a recording, performing artist, Cherelle knows first hand how much music has been devalued in the past years. Now with Covid 19 having stopped live performance in it’s tracks with no indication on when it will return, the time is now to make changes to how artists are compensated for their art. It is time to put a stop to exploiting musician's creative content and performances .

Cherelle is committed to this fight and brings years of experience as an independent artist, as well, her credentials in multiple positions within the music industry.

CURRENT PROJECTS:

Stone Poets - Modern Folk Trio, 2011-present

Songwriter, vocals, harmonies, acoustic guitar, mandolin. Bringing together an extraordinary blend of poetic lyricism and emotionally powerful instrumentation, Vancouver, BC's Stone Poets create exceptionally moving music that genuinely matters.

www.stonepoets.ca

HEAD - Alternative Art-Rock, 2015-present

Songwriter, lead vocalist

HEAD... Creeping out from the darkest corners of the music realm, Vancouver's own Alt-Rock/Electro band,

HEAD is progressive and industrial... as if Halestorm and Evanescence were mud wrestling with Nine Inch Nails and Garbage.

www.headmusic.ca

Make a Scene Canada 2018-present

Writer, Producer, Host

MASC is a weekly internet radio show on Pacific Northwest Radio where Canadian artists and music industry leaders share their songs and stories. Past guests include Colin James, Jesse Cook, Jeff Martin (Tea Party), Jane Siberry and Todd Kerns plus an array of indie artists and industry professionals, Make a Scene Canada is the go-to for discovering new artists and their music, as well music from our Canadian Icons.

www.make-a-scene.captivate.fm www.pacificnorthwestradio.com

Canadian Musicians' Coalition 2020-present

Director

The Canadian Musicians' Coalition has been created by music community leaders to strongly advocate for long overdue reform of how professional musicians are financially supported for their creative works and performances.

Pacific Northwest Radio 2018-present

Marketing/Promotional Director

Pacific Northwest Radio is an independent mixed-format online radio station focused on furthering both indie and label-supported music.

Laser Beam Music 2015-present

President

Laser Beam Music is a boutique music company in Vancouver BC. with a small roster of eclectic artists carving out their names in the industry.

DISCOGRAPHY:

Stone Poets

- Trippin' on Daisies 2011
- Angels and Devils 2013
- More Angels and Devils 2015
- Smoke and Mirrors 2018
- Great Divide 2019 - Single
- Gleam and Beam 2019 - Single

HEAD

- Afraid to Sleep 2016
- Dear Father 2018

The Jardines

- The Jardines (self titled) 2009
- Someone's Stolen Tuesday 2012

Cherelle Jardine

- Born Naked 1998
- Something Good is Happening 2000
- Bleeding Water 2002
- Head Traffic 2006

PAST AFFILIATIONS and PROJECTS:

Musical Expressions Concert Series, Richmond BC 2002-2009
Organizer and producer. Shari Ulrich, John Mann, Bob Egan, Dustin Bentall, Gaye Delorme, a few names in the 100 Canadian artists that graced both the Summer and Fall series.

Winterfest Prelude to the Olympics, Richmond BC 2008
Stage Manager

Winterfest Olympic Countdown Festival, Richmond BC 2006
Entertainment Director

Festival of Lights, Richmond BC 2004
Entertainment Director

Maritime Festival, Britannia Shipyards, Steveston BC 2002-2008
Entertainment Director

When Nature Comes to Light, Nature Park, Richmond BC 2004-2006
Entertainment Director

Pacific Alliance of Independent Recording Artists, Vancouver BC
1996-1998
Vice President

Pacific Songwriters Association, Vancouver BC 1992-1996
President

Hook Line & Singer, Pacific Songwriters Association, Vancouver BC 1995
Editor

Women in Music, Vancouver BC 1994
Director

Pacific Songwriters Association, Vancouver BC 1992
Treasurer

Salmon City Music, Richmond BC 1994-1999
Executive Director

AWARDS

Recipient of the Richmond Arts Award 2011
Recipient of the Ethel Tibbits award 2012

www.cherellejardine.ca

Social media @cherellejardine

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