



## Introducing.. KAYA

London-based live urban specialists **Kaya** are launching their debut release **Rat Race** this summer, a track that is already achieving playlist spots on university radio stations across the country.

Kaya are a fusion of **Hip Hop, Soul, Ska, Dub and Reggae**, A curious combination, but the music itself speaks louder than words and its best to let the music do the talking...

The 5-piece group consist of Guitarist **Matt**, Bassist **Tom Y**, Drummer **Tom H**, and vocalists **Natty & Aina**; a line-up that can entertain any crowd anytime with infectious instrumental hooks, catchy vocal melodies and thought-provoking lyrics.

Kaya have been a key talked-about band on the UK scene ever since their previous artistic collaboration was voted **BBC Radio 1's Unsigned Band Of The Year**, after which Kaya was officially born..

Since then the band's profile has been rapidly increasing, with performances all over Europe and support slots alongside chart-topping acts such as **Sugababes** and **Ne-Yo**. Kaya's live exploits have seen them perform at the **Sony Radio Academy Awards**, the **BBC 1Xtra University tour** and international events such as **Berlin Fashion Week**.

Taken from the forthcoming album '**Look Beneath The Surface**', Kaya's first single '**Rat Race**' takes a satirical look at the financial responsibilities we face in modern day life; cheekily poking fun at a frustrating subject to which all of us can relate, and aiming to bring a smile to the face of those who hear it..

Aside from their musical activities Kaya are keen to use their profile to raise awareness to charitable causes that they support as an ongoing focus;

The group work particularly closely with children's charity **Music4Children.org** which was created to help deprived and poverty-stricken children all over the world, raising money, building schools and providing resources.

Through extreme world-record breaking events and a sense of humour, **Music4Children.org** has already raised enough funds to build an orphanage just outside of Kathmandu, large enough to house and nurture 56 children. But they're not stopping there.. the charity is about to embark on a new fund-raising campaign to set a '**New Guinness World Record**' in October this year by performing the '**World's Highest Gig!**' The charity is taking a group of music artists, including Kaya's very own versatile verse-maker Natty, to the top of **Mount Everest** to perform at the peak, an event which will be streamed and broadcast around the world.

Music4Children is not the group's only charitable activity; Natty, Aina and Tom Y created and continue to run **Defcon Workshops**, a music coaching program for teenagers to help them focus their energies on music and creativity. The workshops have been running for over 6 years and are requested by an increasing number of councils and schools nationwide. So effective it has been that Natty was appointed an **Ambassador of the Princes Trust** as a result of this successful and productive project.

2010 is destined to be a big year for Kaya, and this hard-working group deserve all of the success that they are achieving both now and beyond

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