

# LOUISE DAY

***“You don’t choose Music, Music chooses you.”***

So says Louise Day, South African pop singer and songwriter from Cape Town. Extremely talented and personable, Louise is a busy musician, juggling a recording and performance schedule that involves sharing the stage with some of South Africa’s top musicians as well as regular solo gigs. Her smooth and pure voice, unique blend of pop, compelling song writing and frequent collaborations with the big names of South African music make her a popular local player.

A singer and performer since the age of ten, Louise fully committed to a career in music after spending a year touring the US with Fender, representing its new range of guitars specifically for women. As a brand ambassador for the music instrument company, she helped promote female songwriters and guitarists, and this plum assignment found her playing festivals across the States, alongside names like John Mayer, The Fray, Grace Potter and the Nocturnals and The English Beat.

Since her return to South Africa, Louise and her band have recorded two albums – *Chasing the Wind* and *Swallowed by the City*. 2019 is a year of new music for the band with the first single ‘You don’t want to Know’ being released in early 2019. ‘You don’t want to know is a song about one of the hardest things we all have to do and that’s letting go and moving on’ says Louise. ‘The song was a collaboration with Pam Sheyne who has worked with well-known names such as Christina Aguilera and Camilla Cabello.’

Louise hopes that the new album will have the same success as last album *Swallowed by the City*, which received a SAMA (South African Music Awards) nomination for best Pop Album. There is no doubt that this starlet, with a head full of lyrics and a soul full of music, is bound to be going places.

