Tina Cole, aka Mama Swag, Takes Canadian Artists to Hollywood

Tina Cole, business director of artist development company Global Music Entertainment, has helped to put more Canadian artists 'on the map'. Neena Rose, Liron and Alexa Ray were nominees at the 2019 Hollywood Music in Media Award.

TORONTO (PRWEB) February 03, 2020 -- On November 20, 2019, the Hollywood Music in Media Award took place in Los Angeles, California. Tina Cole, a long-time presence in the industry, accompanied Canadian artists as they were recognized in Hollywood.

Only six (6) Canadians were nominated, 50% of whom are currently or have in the past been developed by Cole. All six (6) were from the Province of Ontario. Cole is currently working with Neena Rose and Liron, having previously worked with Alexa Ray.

Because all six (6) were from the province of Ontario, Cole lobbied for all six (6) artists to be recognized at the Provincial Legislative Assembly on Monday, November 4th, 2019 for the accomplishment. She, along with 4 of the 6 nominees able to attend, were acknowledged and congratulated at Queens Park by the Provincial Members of Parliament and received a standing ovation. Alexa Ray won an award for Canada.

Cole organized a celebratory event in Mississauga commemorating Canadian music, honouring all six of the Nominees (even though she only worked with three). The event was intended as a fundraiser that was organized to help raise funds to assist the artists that attended the Award Show In LA with their costs. Cole wanted the fundraiser to happen after the event, because she felt it was important to teach the artists that if this is their dream then they should go with or without the support. The fundraiser was also attended by Lisa MacLeod, Minister of Heritage, Sport, Tourism and Culture.

Cole took Canadian RnB artist Neena Rose to California in March 2019.

She was invited to speak on the “Young Guns –Innovative Thriving In the New World Music Order” panel at the California Copyright Conference, making her the youngest female Canadian to participate in the Conference thus far.

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