

CHRISTIAN LALAMA

Music chooses certain artists.

Since the age of three, Christian Lalama has felt an innate calling to perform and has followed it at every turn. Even the briefest scroll through YouTube will turn up footage of him at four-years-old rocking a restaurant behind the piano in his hometown of St. Catharines, Ontario as onlookers cheer and smile. The singer, performer, and multi-instrumentalist identified the power of music as soon as he could talk, and he immediately shared it with everyone possible. Now 14, he's quietly positioned himself for a major breakthrough by a decade devoted to entertaining.

"When you're super into a song you're recording or performing, everybody just knows it," he exclaims. "I love what I'm doing, and I love for others to get that vibe."

He most certainly put the work in. Born into a musically inclined family, he won a contest at ten-years-old to perform as part of The Kid Mitchell Band—founded by renowned Canadian artist Kim Mitchell. One short year later he found himself performing in front of 10,000 screaming fans opening for Kim in between belting out classics by Elton John and Billy Joel at solo gigs and honing his piano chops.

Shortly after, he toured Canada as part of Mini Pop Kids and the U.S. Building up a buzz, he recorded alongside producers such as David Kahne [Paul McCartney, Kelly Clarkson] and multiplatinum artist and producer Dawin.

Simultaneously, he ignited YouTube, generating millions of views on a steady stream of covers recorded D.I.Y. in front of the family green screen. Among those videos, his cover of Luis Fonsi's "Despacito" sung over a Wal Mart intercom would be shared by Jack Doherty and rack up 10 million-plus plays. Along the way, he earned early acclaim from *TigerBeat*, *Entertainment Tonight Canada*, and more. During 2018, he was discovered by Atlantic Records' online talent search, Emerge, and landed a deal with the label.

"Christian's passion for performing paired with his natural musical ability made our desire to partner with him a no-brainer. We're thrilled to welcome him to our company," says Mike Caren, CEO of Artist Partner Group.

Now, he properly makes his debut with the single "Tic Toc." Thick beats and piano underscore his smooth and show-stopping delivery as his voice stretches from captivating verses into an unshakable hook. He merges R&B and pop with his own fire, fervor, and flavor.

"It's the kind of song I always wanted to do," he says. "You can always make time and be there for someone special. That's what it's about."

In between attending public high school in St. Catharines, Christian continues to strengthen his connection to listeners with everything he does in the end.

"Music means everything to me," he leaves off. "It's my way to connect. I want to put people in a good mood."

###

