



DON AMERO – Singer/Songwriter (CAN)

Don Amero remembers it well. It was the day that changed his life. On September 15, 2007, he walked off his job as a hardwood flooring installer and set out to pursue music fulltime. And what a good day that turned out to be! In the past four years, Don has released three albums that generated two national awards and nine nominations. He has toured the country from coast-to-coast, been invited to play festivals, been asked to perform with symphony accompaniment, and appeared on national television concerts. While a lot has happened for Don in a seemingly short time, in actuality, it was a long road for him to get to where he is today.

From the notoriously tough North End of Winnipeg, Don faced his share of adversity growing up. With poverty, gangs, drugs and violence all around, fortunately, his life was tempered by love, support, and faith in a Greater Power. Shaped and molded by his own experiences, Don's music now carries both the depth of hardship and luminosity of hope. For all who take the time to listen, his message is

one of encouragement, positivity and beauty, despite the harshness of the world. Don's desire to take a serious shot at music was ignited with the unexpected success of his debut album – fittingly called *Change Your Life*. Released in the fall of 2006, it garnered the #1 spot on the National Aboriginal Countdown and received a total of seven nominations for the Aboriginal Peoples Choice Music Awards (APCMAs). In February of 2009, Don released his second album *Deepening*, which saw two more singles climb to #1 on the National Aboriginal Countdown. *Deepening* also earned him Aboriginal Songwriter of the Year at the Canadian Folk Music Awards, Male Artist of the Year at the Canadian Aboriginal Music Awards, and two more nominations at the APCMAs. His professionalism and perseverance caught the attention of a local radio host, who bestowed Don with the James Brown Hardest Working Musician Award. While this one was meant to be a joke, in reality, it rings pretty true!

Now working his third album, *The Long Way Home* was released in the fall of 2010. With impeccable production and presentation, *The Long Way Home* is receiving great reviews from media, and generating excitement among fans. The country-flavoured first single *Right Where I Wanna Be* has been featured on radio stations across Canada, and continues to climb the charts. It is also widely distributed – along with his first two albums – to HMV, 34 CD Plus stores across Canada, and is available on iTunes, Amazon, CD baby and other digital outlets.

Grateful for his success so far, and eager to see what the future brings, Don's decision to make music for a living is proving to be a good one. The year to come is quickly booking up with tours and featured performances, speaking engagements at youth gatherings, and invitations to industry and media events. It also holds all the potential in the world for his latest album, and ever-expanding music career. Don is deeply inspired by his life, his family, and his surroundings. That's why he makes a point of spending as much time as possible at the cabin, canoeing in the wilderness, or traveling with his wife. Because no matter what else is going on, it's the little things that matter most to him.

Even though you could say it has been a long road for Don Amero, that's okay. Because he knows for certain that now, he's on the right one.