



MEDIA ADVISORY
Tuesday January 26, 2021

Black and Indigenous Artists Unite to Create 2021 Peace Anthem

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5 years after she lost her son to gun violence in Toronto, Brenda MacIntyre, Medicine Song Woman is set to release collaborative 2021 anthem "Together We Can Stand Up," as a healing response to the collective grief and trauma she and so many other marginalized people have been experiencing since the pandemic began. The Indigenous roots reggae single will be out on all digital platforms on Thursday January 28th, 2021, just 3 days before MacIntyre's son's death anniversary.

Thursday January 28th, 2021 - Toronto, Ontario, Canada – Infectious 2021 Pandemic Peace Anthem Ready to Spread

Inequities, injustice and widespread violence have become pandemics within the pandemic, and BIPOC artists have been standing up together not to fight but rather to create awareness, uplifting music and as Indigenous recording artist Brenda MacIntyre, Medicine Song Woman's latest single says, "create a better future." MacIntyre, who struggles with C-PTSD and chronic pain after her son was murdered in Toronto, says she was psychologically prepared for a pandemic because "it was the same – shock, trauma, fear, ongoing retraumatization, financial distress – this pandemic has shown the world a micro-version of what it feels like to lose a loved one to murder."

Juno-winning artist Errol Starr Francis produced, co-wrote and is featured on the track along with up-and-coming singer Nenookaasi. EMI Canada artist turned best-selling Hay House author Colette Baron-Reid also lent her soothing background vocals to the song.

"Together We Can Stand Up is a powerful song of hope and just the medicine we need right now. The lyrics are a beautiful reminder that we can create a future of love and unity together. Chi-miigwetch for this medicine song!"
Crystal Hardy Zongwe Binesikwe, host of Zee's Place on CILU 102.7FM in Thunder Bay

One of the lines in the song "We keep hearing how we're all in this together" flips the script on what MacIntyre calls a manufactured illusion. As producer and co-writer Errol Starr Francis says, "Through the ages and throughout Her-story in times like these... it's been the Artists that have had to step up to quiet the fear and to help elevate and balance our energy and emotions so that we remember who we are: Love Eternal!!"

Juno Award-winning artist and speaker Brenda MacIntyre, Medicine Song Woman works with healing energy and conscious music to help women rewire their brain, body and mind with love, possibility and resilience. Errol Starr Francis' 35-year career includes cross-Canada touring to engineering, recording and producing projects, a Juno award, SOCAN Songwriter of the Year award and more. Nenookaasi was born and raised in Toronto. A 2Spirit Queer Wife and mother of three, she is a soulful songstress and activist through mixed media and her silky voice floats through this song like a Hummingbird.

"From the first hit of the drum, Together We Can Stand Up immediately transports you to a sunny destination as you listen to a hopeful and positive message of love and unity. Such a wonderfully put together reggae tune that you can't help but move to. The Frog Radio is "hoppy" to add this track to rotation!"
Denise Halfyard, The Frog Radio

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January 28, 2021 - Toronto, Ontario, Canada – "Together We Can Stand Up" New Single Release