



Jade Helliwell seeks out authenticity in all aspects of life. She writes her truth into her music and makes a friend out of every fan.

Born and raised in a small town in West Yorkshire UK, Jade's world was burst open in 2017 when a video of her singing with a busker on a night in Leeds went viral. It quickly amassed 23 million views across Facebook and YouTube, and her previously released EP 'Forget the Night' shot back into the UK charts, reaching #1 in the country charts and #8 in the official charts. She became a Yamaha endorsed Artist, left her job as a teaching assistant to carve a career in music, and has never looked back.

Jade has mastered a notably British blend of pop and country in her sound. With her production she draws influence from the likes of Maren Morris, Cassadee Pope and Danielle Bradbery, while her lyrical storytelling is inspired by the greats, such as Patsy Cline and Dolly Parton. Writing songs about her own life and the people close to her, she forges a connection with every listener. Her honesty stirs up universal feelings to which all can relate.

Like most artists, Jade's 2020 schedule was greatly impacted by COVID-19. When the UK went into lockdown, shortly after her performance at Country on The Clyde festival in Glasgow, Jade responded to uncertainty with sheer resilience. Since March 2020 she has performed a weekly

livestream gig and unknowingly brought her fans together into a thriving online community. Her weekly viewers rallied to create the “Jade Brigade” fanpage on Facebook where they have produced fan merch and themed challenges to connect with each other and support Jade. Beyond her own page, Jade has performed other livestream shows for Song Suffragettes, Buckle & Boots and Modern Age Music.

Over the past couple of years Jade has been making her mark on the UK festival circuit performing alongside some of the biggest names on stages at Country to Country (C2C), Buckle and Boots, Tennessee Fields Festival, Country on the Clyde, and Nashville Meets London Festival. At the beginning of 2019 Jade toured Australia as part of the international Buckle and Boots Festival incentive, which saw her perform on the International Stage at the famous Tamworth Country Music Festival as well as shows in Brisbane, Toowoomba and Tweed Heads.

In 2018 she released her EP *Infatuation* preceded by single ‘Drive’ which premiered on Chris Country Radio. The EP was met with rave reviews, and radio support, with ‘Drive’ amassing over 145k streams on Spotify. Jade continued to release a series of singles throughout 2019 and 2020, including ‘Put It On You’, ‘Telephone’ and ‘Stay’ which premiered on Matt Spracklen’s *Country Hits Brits* show on Country Hits Radio, and ‘Stormchaser’ which featured on the *Wild Country* playlist on Spotify and has had over 250k streams.

Following her Nashville Meets London performance, Jade was approached by tyre giant Firestone, to become the face of their international music competition. The role kept her particularly busy, representing Firestone at a number of events throughout 2018 in collaboration with BBC Introducing presenter Abbie McCarthy. The following year Jade became an Orange Amps Artist and won British Country Music Awards (BCMA) for the Video and Song of the year.

Her successes are added to a growing list of achievements which include previous BCMA Awards for Best Song and Best Female two years running, as well as nominations and awards for ‘Best Female’ and ‘Best Solo’ at the Box Radio Awards, ‘Artist of the Year’ and ‘UK Female of The Year’ from UK Country Radio, ‘Best Unsigned Female’ at the Best of British Music Awards, and ‘Outstanding Artist’ at the Yorkshire Roots Awards.

Throughout 2021, Jade grew her weekly livestream fan-club to nearly 800 members, performed an electric headline performance at Buckle & Boots Festival and was once again voted the BCMA Female Vocalist of the Year, having impressed a panel of independent judges drawn from all sectors of the music industry. Alongside this, She is excited to have collaborated with [Viktrs](#), an exciting new brand who are using innovative technology set to be the future of music videos, with the video for ‘Smoke’ being the first of her visuals using the Viktrs technology, providing new partnership opportunities, greater audience insight & interaction than ever before.