

PRITA CHHABRA

Prita was born in Montreal, Canada before moving to Orlando, Florida while in high school. After living in Orlando for seven years, she returned to Montreal and obtained a degree in psychology at Concordia University. She has since been based between Orlando, Toronto and Montreal as a full-time recording artist.

Experience

Prita has been singing and writing music since childhood, but got her start in the entertainment industry through her first job – a character performer at *Disney World*. She also sang at several Disney concerts, and wrote the orchestra score for her Cypress Creek high school's graduation. Prita also performed across Central Florida as part of its popular *Intone* accapella vocal orchestra.

Discography, Touring & Media

Prita has toured steadily across North America since the release of her debut CD "Spread The Word" in 2010, produced by JUNO Nominated Othentic Productions (JUNO is the Canadian equivalent of the Grammy). She has been featured at shows alongside #1 Billboard artist Jay Sean ; world renowned comic Russell Peters ; and Grammy nominee Eric Roberson to name a few.

Prita has received top billing at numerous South Asian festivals in Canada (Ottawa, Calgary) and the US (West Palm Beach, Ft. Lauderdale), as well as at some of North America's biggest mainstream festivals, ranging from *PRIDE* in Toronto to the *Florida Music Festival* in Orlando. Prita also performed at several of the *IIFA 2011* Toronto festivities, and spoke alongside Markham Mayor Frank Scarpitti at Markham's IIFA press conference.

Each December, Prita sings Christmas Carols at several holiday events, which have included Milton and Richmond Hill (Ontario) Santa parades, as well as Orlando's Santa Festival (Florida). Prita also appears each year alongside hockey legend Walter Gretzky at Milton's *Troy's Toy Drive* in partnership with the Tiger Jeet Singh Foundation, which has included Prita singing Christmas carols for patients at The Hospital for Sick Children (SickKids) in Toronto.

"Roots", Prita's debut music video, had its world premiere on February 20, 2011 at Tampa's *India International Film Festival*. "Roots" also screened at film festivals in Seattle and Vancouver, and was played on numerous stations in both Canada (*CP24*, *CBC*) and the US (*CBS Tampa*, *Island TV Miami*) following its release, which included a 3D version. Prita also performed "Roots" live on *Breakfast Television* in Toronto and on *MusiquePlus* in Quebec.

Some of Prita's additional media highlights include performing on CTV's *Telethon of the Stars* and "A" *Morning Ottawa* ; having her first single "Dance" playlisted on

several top 40 radio stations in Quebec ; being featured in a fashion segment on *Entertainment Tonight Canada* ; and being interviewed on *Armed Forces Radio* for US soldiers and their families stationed overseas.

Awards & Accolades

Prita was a 'Best Female Act' nominee at the 2010 *Toronto Independent Music Awards* ; a recipient of a 2010 'Excellence In Entertainment' award from the *National Association of Indo-Canadians* ; and a recipient of a 2011 *Fulkari Radio Award*. Prita has also been chosen 'Woman of the Hour' by *Gay Guide Toronto* ; 'Artist of the Day' by the *Tampa Bay Times* ; 'Woman of the Month' by *SHARP Magazine* ; and most recently, 'Hottie of the Month' by *MAXIM India*.

HIV/AIDS Advocate

In 2008, Prita followed the lead of her childhood heroine Oprah Winfrey, and became one of 6 students selected to participate in a grassroots HIV/AIDS research study trip to Malawi, Africa.

Since returning, Prita has toured Canadian schools and community centres as a keynote speaker to give presentations about HIV/AIDS and life in Malawi. In 2009, Prita premiered a self-directed short film about her trip to Malawi at the NFB Mediatheque in Toronto, as part of the *FILMI* South Asian Film Festival.

Having counted MP Justin Trudeau as one of her supporters, Prita was honoured to be invited to speak to students at Pierre Trudeau high school in Markham, Ontario on the afternoon of December 1, 2010 for World AIDS Day 2010. The same evening, Prita appeared live on CP24's World Aids Day special.

On December 1 for World AIDS Day 2011, Prita released her interpretation of a traditional Malawi song entitled "May God Be With You" as a music video to help continue her awareness efforts. Prita appeared live on CBC's *Metro Morning* in Toronto, and also performed at the Casey House's annual World Aids Day concert, *Voices of Hope*, presented by the M-A-C AIDS Fund.

Anthems

Prita has sung the Canadian anthem at Parliament Hill in Ottawa for key government dignitaries, and has performed the Canadian and American anthems for over 20,000 fans at major arenas across North America, including the NBA's *Toronto Raptors* (Air Canada Centre) and *Orlando Magic* (Amway Center) ; the MLB's *Toronto Blue Jays* (Rogers Centre) ; and the NHL's *Ottawa Senators* (Scotiabank Place) among many others. Prita received worldwide media attention before every performance, as the first South Asian recording artist to sing the anthems for each of these high profile leagues.