

MOJADA
(mo-jah-da)

After arriving back from the USA at the start of the year with some fresh mixes, **Mojada** have capped off their most successful year to date and are busy preparing for a massive summer & their **Debut Studio Album** release in early 2010.

After landing sync deals for 2 of the tracks from their US mixed April released EP '**Exactly**', a 3rd track went on to **win the 2009 New Artists to Radio Competition..!**

After taking out the Pop Category, **Mojada** went on to win the overall competition performing their winning song '**If I Could**' at the 2009 ACRA awards alongside Guy Sebastian, Jessica Mauboy and Kisschasy.



Joining the select group of previous winners such as Delta Goodrem, Thirsty Merc, Cassie Davis, Faker, Sarah Blasko and Jade MacRae, **Mojada** are poised to make their 'breakthrough' release in February 2010 with the support of commercial radio following the NA2R win.

Readers of Mens Style Magazine may not have been surprised after the magazine declared '**If I Could**' to be an "odds-on favourite for harmony drenched hit of the summer, aimed at FM radio's sweet spot".



'Next Big Things' – Mens Style Magazine (ACP)
Winter / Spring 09 Issue

The February 2010 release will be the first single to be lifted from **Mojada's debut album**, which is currently in the final stages of mixing after 2 years in production including multiple trips to the USA to work with Platinum selling, Grammy winning producers to find their unique sound with a new blend of Pop / Rock, Soul and Funk.



Mojada

November 2008, Barack Obama had just been elected and **Mojada** stood outside the infamous **Viper Room** in **Hollywood, LA** at the end of their second self-funded US trip, eagerly waiting to play to the **sold out** room of industry, fans, newfound friends as well as a few celebrities.

This would prove to be **Mojada's** coming of age as twelve months prior the boys were locked away in the snowy mountain town of Weed, CA and were refining their top tracks with **Platinum selling** producer & **Grammy award** nominee **Sylvia Massy** (Red Hot Chilli Peppers, Prince, REM).

This 6 week intensive recording session proved to be an invaluable pre-production process, which would lead to a 2009 EP release, and the basis for their 2010 debut studio album release.



On return to Los Angeles in 2008, **Mojada** worked with the likes of multiple **Grammy winner Thom Russo** (Michael Jackson, Macy Gray), LA heavyweight producer **Gavin MacKillop** (Miley Cyrus, Goo Goo Dolls), and hot newcomer **Chad Gendason**.

The result is the 6 track **EP** entitled '**Exactly**', released in April 2009.

The first single from '**Exactly**' was chosen when **Channel 10** picked up a **dance remix** of one of the tracks for use on its advertisement for '**So You Think You Can Dance**'. '**Put My Love On You**' (IceHouseIndustries Remix) received commercial radio play nationwide spending a month on the **A.I.R Top 20 – Radio spins chart**. The track also became the **#1 track** on Radar Radio (Austereo's new Digital Channel).



Mojada are part of an increasing number of **Australian Independent artists** forging their own way ahead in the music industry and heading overseas to the US and UK without the backing of a Major record label. The band took an undeniable live energy with them to L.A, which gave them a very warm welcome to new crowds in the USA.

During their time spent in the US, **Mojada** have built up a strong network of contacts and support including the likes of renowned music photographer **Chris Cuffaro**, who took the boys under his wing spending time shooting new band photos and a live music DVD.



Californian Desert, 2009



Smashbox Studios, LA 2008

Photography by Chris Cuffaro



ABN 21 101 200 784

3/27 Curllewis Street, Bondi Beach NSW Australia 2026 ph +61 2 9300 8649 jdogrecords@gmail.com

One of the secrets to **Mojada's** enduring success has been a business savvy approach to their music. The band also runs their own Independent record label '**JDog Records**', and recently managed to licence their music to major Advertising agencies and their clients alike, including **AAPT** who's latest campaign features the track '**The First Time**'. **AAPT** also gave **Mojada** a web page on their site and featured the band in their newsletter, which reaches over 100,000 people.



'The First Time' from **Exactly** EP featured on **AAPT** 'Unlimited Downloads' Campaign. FTA & Pay TVC.



Mojada's feature page on AAPT's website:
[Click here to view the page](#)

As hard as the band work running their label, their ultimate passion will always be playing their music to new ears and getting rooms full of people in any country having a good time & enjoying live music.

Mojada's Australian base for the last few years has been **Bondi Beach** where there has been a definite music scene building, already breaking acts like **Sneaky Sound System** & **The Potbelleez**.

Mojada are aiming to be the next household name to have cut their teeth in the Bondi scene.. Which has come as a result of years of touring the East Coast of Australia and nationally, slowly building up their local fan base.

Over the years in Australia, **Mojada** have shared the stage with local artists such as: **Thirsty Merc, The Beautiful Girls, Pete Murray, Ash Grunwald, Ozomatli, King Farook** and **International** acts including **Incognito, Chk Chk Chk !!!** and **Todd Hannigan**, and have headlined tours for the **Sol Beer Summer Sessions, Fosters National Tour, Von Zipper / Billabong / Jack McCoy** End Of Summer Sessions.





Mojada's previous EP release in 2006 debuted at **#4 on iTunes**, above artists like *Coldplay*, *Wolfmother* and *Bernard Fanning*. **Mojada** has also had the **iTunes Single of the Week**, and the bands last single **"Put Your Hands Up"** (2006) was added to 40 commercial stations around Australia, and remained in the **iTunes** top ten for 12 weeks.

With musical influences as diverse as the *Red Hot Chilli Peppers*, *INXS*, *Curtis Mayfield*, *Stevie Wonder*, *Led Zeppelin* and the *Doobie Brothers*, it's no wonder that their unique sound refuses to be typecast.

Funk groove, rock, pop, blended with sexy guitar and unforgettable melodies.



"This could be the best album to come out of this studio!... simply amazing..."

Sylvia Massy - Grammy award nominated, Multi Platinum producer
(Red Hot Chilli Peppers, Prince, Rage Against the Machine, TOOL, Cog, Spiderbait)

"It's become apparent that if you've seen Mojada at one of their shows recently that sexy, hip, and wild young people can't get enough of them, and neither can I."

Tim Holland – Music Network/ABC Records.

"We at the brag love those Mojada boys. It helps that they make some shit hot music that makes us grin from ear to ear. Mojada are winning friends left and right with their high energy show and kick ass single".

The Brag

"It was easy to see why this band generates such a big buzz.. Their songs have the ability to break right into the mainstream. The band remained extremely tight throughout and certainly made a fan out of me from this performance".

Faster Louder gig review

"..Like John Butler jamming with Michael Hutchence".

Rip it Up mag

"Mojada produces straight up catchy groove-rock, which wouldn't be out of place with your Beautiful Girls, Pete Murray or the like, but it is their stronger sense of melody that sets them apart from those other acts"

Mark Neilson – Drum Media

[Links:](#)



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