

Letter from Serena

I want to change the world.

In 2017, people are still thinking about boxes. Race, religion, and gender prejudice are at the top of everyone's minds. I don't fit in a box. I'm a strong, smart, beautiful, ethnic person who has the ability to direct her life. In the music business, it's been interesting. An intelligent woman is a dangerous woman. She has the ability to shed light on truths that are largely misrepresented in the media. But it's been a battle to find people that respect that message - That support my perspective of equality, particularly when it comes to gender. I love pop music and my lyrics are always pushing forward the undeniable truth of every person, "You are limitless."

I'm humble. I'm not perfect. I am growing and learning everyday. An artist can only hope to have the ability to affect the masses - to hear the soul of the universe and amplify it. Everyday I face challenges - People doubt a woman's contribution in this industry. Even when she is successful, at the top of her game, they doubt her. The pressure to keep bringing the hits never ends. People will wait for your failure but I never stop working and that's where my power lies. In the ability to never be satisfied with what I have done. To continue to reach for the unknown, for the next level, to do what no one else is doing - that's what resonates with listeners - the authenticity and simplicity of my brand.

I want to speak for women on a culturally universal platform. Music is that platform. It has the power to influence, to uplift and heal. Women are not represented, respected and acknowledged as Queens. Yes, sex is important but women have power beyond sex. A woman is not a chick, she's an eagle. She has such universal power that life grows, develops, is created in her energy. This has been forgotten. I want to remind, not only women, but every individual that their destiny's are controlled by their mindset, their perspective, and their own free will. Not circumstances of race, gender, or other biases. I am limitless. You are limitless. We are limitless.

As a game changer, I push the limit with my sound, writing, production, and videos - The global mindset of my team, the sense of connection, and the love of the work. I'm always pushing for the next level. There's a bigger purpose for me. I want people particularly, young girls, to recognize their power and worth in a way that hasn't been represented in Toronto, in the world for a long time. My heart won't let it go until I find success.

I've been working, head down, focused. I want to represent Canada - diversity, equality, and strength. I believe that when someone wants something so purely, with all their heart, the universe opens up and provides the path.

I believe I've meditated and seen it from different perspectives - I will succeed and I have a vision for my success. There are some women who are okay with being side pieces, the background, the sex - I'm not. I'm a woman in the real sense, my worth does not lie in my body. It's in my words, my performance, my perspective - every song is an experience I want my listeners to revel in. I am sexy. But I want to be known for more than that - I want to be the difference. I want it all.

Peace and love,

Serena

Thank you for your support.