

## Sunshine Makers - BIO

Thematically, Sunshine Makers lean toward positivity & hope, with love, peace, and unity always at the forefront. The sound of the band is an amalgamation of new and old, using modern production techniques with nods from the '60s and '70s soul/R&B scene. It appeals to lovers of R&B, funk, jazz, soul and anyone who loves to dance. Sonically and thematically, the name, Sunshine Makers is apt, it is something positive and something that is in contrast to much popular new music today.

Sunshine Makers began in 2017 as a Toronto-based collaborative project led by Brent Jackson in partnership with producer Ben Fox. The project was rooted in collaboration, diversity, and creative freedom. Having just ended his 17-year as lead singer, guitar player, and songwriter for Universal-signed indie-rock band The Junction, Jackson wanted to explore new artistic approaches and to work with the diverse talent he had encountered and connected with over the past two decades. He began working with artists and respected leaders in diverse genres/niches, bringing together a fluid collective with diverse backgrounds and musical influences, knowing that the great ideas come out unhindered collaboration, challenge and inspire, and inspiration.

“This project basically began when my last one ended,” shares Sunshine Makers captain Brent Jackson, looking back to 2017 when his long-running, much-loved Canadian indie rock outfit The Junction formally folded and sent its members down a different tine of the metaphorical fork in their musical road.

“Whereas The Junction was more insular in terms of songwriting and arrangement, Sunshine Makers lets me be collaborative, and bring other people into the fold to expand my musical reach and explore some entirely new territory,” he elaborates.

Jackson remains the core creative force behind Sunshine Makers, composing, compiling, and collating each entry in the band’s burgeoning catalogue; however, this time around, he’s inviting each individual contributor to leave their unique artistic fingerprint intact – and indeed, there are many.

Sunshine Makers had immediate successes in the Toronto music scene, recording with notable artists such as, Julien Barbagallo (Tame Impala), Odario Williams (Grand Analog), Aquakultre, Chester Hansen (BadBadNotGood), Caitlin Woelfle-O’Brien (Blunt Chunks), keyboardist Jem Roberts, and saxophonist Dennis Passley (Arkells), and receiving CBC radio airplay for single, “Empathy.”

After pandemic induced stagnation and a move out of Toronto, Jackson re-generated movement with Sunshine Makers in 2022 in London, Ontario, signing a management deal with Flying Colours Music, and receiving Ontario Arts Council support Sunshine’s debut EP, which was released in February 2023.

The EP launched Sunshine Makers' into the scene earning them commercial success and audience. EP tracks were added to over 2,000 playlists; EP single "The Dream" was added to regular rotation on CBC radio; while "Got to be Good" was added to France's FIP Radio.

In June 2024, after parting ways with Flying Colours, Jackson released Sunshine Makers' debut LP on his newly co-founded label LOVETOWN Records, with support from Ontario Arts Council and London Arts Council. The release solidified Sunshine Makers place in the Canadian and international R&B music industry radar. Albums tracks garnered national attention, including CBC radio play and chart listings, at the same time that they swooned the other side of the pond. Today, album tracks are played at least 4 times daily in France. "Baby, It's Yours" broadcasts nationally in France on FIP, while "Nothing Lasts Forever" spins on FIP autour du groove and BBC 6 in the UK. Album tracks have earned top 10 spots on over 20 charts, spanning Europe and Canada, including a sustained number 2 spot on France's Frequency K Radio.

In the last twelve months the band received press from Exclaim!, Billboard Canada, CBC, and Rolling Stone France, amongst others. Critics praise Jackson's song writing and uniquely refreshing take on R&B, pop, noting its psychedelic-leaning warmth: "The self-titled debut LP from collaborative R&B collective Sunshine Makers doesn't so much emanate from the speakers as it does seep and swirl out, winding, wrapping, and enveloping the listener in a warm, mesmeric aural embrace."

The band has been extensively promoting the album through live performance, completing an eastern Canada tour spanning Ontario, Quebec, PEI, Nova Scotia, and New Brunswick; they are playing major festivals area along with LOVETOWN label mates; and performing south of the 49<sup>th</sup> parallel in Detroit in September 2024. In the past year, they have quadrupled their following on social media and streaming platforms, achieving over 1,100 Spotify followers, and over 150k streams, and over 6K monthly listeners.

As their summer schedule winds down, Sunshine Makers are preparing for the recording of their sophomore album and France/European tour.

**SUNSHINE  
MAKERS**