

ARIKA KANE

Bcuz...It's Her Time



Even though offered opportunities to be a part of the girl group Danity Kane and compete in “American Idol,” new recording artist Arika Kane wanted to hold out for her own solo reign. With the help of Louis Humphries, Jr., CEO of Big Score Entertainment (BSE), this little girl from Killingly, Connecticut is realizing that dream come true with the release of her debut self-titled album. Led by such singles as “Why Did We Fall N Luv” and “Bcuz I Luv U,” the album introduces fresh air into the musical landscape.

Just ask Stevie Wonder’s Urban AC KJLH-FM (102.3) in Los Angeles or Beasley Broadcasting’s Top 40/Rhythmic WPOW-FM (Power 96) in Miami. “Bcuz I Luv U” is already in the Top 5 at radio. From coast to coast Arika finds a home. So says Clear Channel Urban WWPR-FM (Power 105) in New York City and CBS Urban WPEG-FM (Power 98) in Charlotte, NC or Clear Channel Urban WHRK-FM (K97) in Memphis.

The accompanying video, shot in the Florida Keys, expresses that feeling of joy Arika wants to convey in her music. “Bcuz I Luv U,” she says, “is about opening up your heart and trusting.” The first single, “Why Did We Fall N Luv” is about “women empowerment and having an attitude,” she explains, while “Make It,” her most personal song, is an uptempo inspirational cut “about her journey and how all things are possible.”

It hasn’t been easy, she confides. Her journey has had obstacles—chief among them, sorting out the riff raff or those with their own motives and having others take her seriously. She’s paid dues, she explains. “It takes a lot to get here.” But being able to live out her dreams on her terms has now brought her to a place of peace within herself. “I’m happy I’m not conforming or settling. Holding out for my own direction is paying off now. Everything is falling into place. And my label is so-o-o wonderful,” she adds. “Nothing’s going to stop me now.”

Kane comes as a 360 deal—the whole package—with songwriting, image, producing, performing,

recording, singing and “anything she can do to help her label succeed,” she says, as the first lady of BSE Recordings. Born with a musical DNA from both of her performing parents, Arika literally grew up in the front row seats watching her parents’ performances. Following in the footsteps of her songwriting father, Arika writes her own material as well. “Melodies just come to me all the time,” explains the ASCAP songwriter who also sees producing and writing for others in her future. “I never write them down, but I never forget them. They just come back to me.”

Like her idol Michael Jackson, Arika wants to make music with great messages that people can dance to and just have fun with. “Positive, universal, across the board music,” she says that “connects with people.”

A hopeless romantic, Arika appreciates love and commitment. Whether it’s based on the 26-year marriage of her parents or both of her grandparents who are still married, loyalty to her label or to a mate, the feelings are universal. “Tonight I’m Urs,” “Can’t Be Without U,” “4 The Lovers,” “Follow Me,” “Ring My Bell”—her album is full of positive songs of feeling. She even adds her interpretation to Bobby Brown’s “Rock Witcha,” the only song on the album she didn’t write.

Envision her opening for a Robin Thicke or Justin Timberlake. Her energy and live performance would juxtapose perfectly with their demos. She’s already held her own opening for such legends as Frankie Beverly & Maze, Babyface and Charlie Wilson, among others, and brings a soulful energetic fun to the set that endears her to audiences.

With the album release scheduled for February 23rd, radio embracing her latest single and the Internet abuzz, a successful release party in NYC, and a promotional tour in the works, Arika is ready to make 2010 her year. “All the stars are lined up and this is my time,” she asserts. “I’m glad I waited for my moment.”

