NORTHERN SASKATCHEWAN SINGER/SONGWRITER BUILDS MUSIC CAREER DURING THE PANDEMIC USING ONLINE CONNECTION, COMMUNITY & CREATIVITY

FOR IMMEDIATE RELEASE – (November 2020) – What Saskatchewan based singer/songwriter Dara Schindelka has done is quite remarkable, if not unbelievable. Only one year ago, in October of 2019, Dara began building a career in the music industry as an original artist.

In the summer of 2019, her songs were written and she talked to fellow musician, Jeffery Straker, to ask how she could make her dreams come true, to travel and do music. The response was get to work, build your social media presence, share your talent and your authentic self, and take every opportunity that comes your way. Dara took this advice seriously and created an Instagram account, grew her Facebook profile, started a Facebook Fan Page, started a website and grew a YouTube channel.

Besides the social media presence, she also began recording her inspiring songs and touring around western Canada. “I decided in the latter part of 2019 to travel and do my music. I had no following, no social media presence, not a thing other than the excitement and passion to make it happen. The songs just flowed out of me and I have felt overwhelming support by the people that have been coming to my concerts and listening to my music. I think my music resonates with so many because it comes out of a place of honesty and experience. It is an honour to share songs that others feel a connection to. For me, music is about connecting. I am a people person, so the human connection is vital for me and brings me great joy.”

Only a few short months after Dara began her musical journey, Covid 19 hit Canada and the world began shutting down. “I had played shows in Manitoba, Alberta, as well as in Saskatchewan, and was only days away from heading to Ontario for shows, when it all ended.”

Rather than pause and wait, Dara forged ahead with her videos and album release. Her music was featured by SaskMusic for International Woman’s Day, and her video for the title track off her EP, Thou Art Loosed, won awards both by the American Tracks Music Awards (March 2020 Acoustic Folk Award) and the Love Wins Festival in New York.

As the world of online became the best way to grow Dara’s music, Dara was featured on the Women of Substance Podcasts via Spotify and Itunes. FemFolk UK featured her online live stream concert last April and from there, she went on to do live stream features with the Napatak Ramble, Stay Human Productions, The Prince Albert Multicultural Council, and with Café Rosé. Both the St. James United Church in Regina, and the First Unitarian Congregation of Toronto featured her song Love Lives Here during virtual services and asked her to share about the song and the meaning behind it.

Building a music brand takes more than just a talented singer which she most certainly is. Dara is also a lyricist, poet, classically trained musician, and visual artist. To go along with the debut album, Dara turned one of her images into merchandise in the form of shirts, mugs, and buttons. She created her own website and has links to purchase her merchandise on the website.

SaskTel Max on Demand is sharing her one hour special of all original tunes featuring the homegrown talent of Dara as well as Kristopher Craig and Ben Rose. One quirky thing to note is that Dara also writes “Social Distance Ditties” by request for fans and shares a couple of those on the SaskTel program that was produced by Bamboo Productions out of Saskatoon.

The uncertain future is not stopping this performer. Dara has her own new recordings coming out in the near future and has a holiday special in the works as well. She collaborates with Ben Rose in his musical project Café Rosé and will be part of his upcoming EP. Schindelka has become one of four members of a roots group created this summer amidst the pandemic called The Northern Air based in the Saskatoon area and featuring Terry Hoknes, Stacey Springall, Shayne Lazarowich and Dara. This fall Dara will be doing an online concert with Women In Country which celebrates Canada’s Female Country Artists and her rootsy folk vibe fits into this Ontario based series perfectly. If the pandemic has shown anything to Dara, it is that determination, passion, and purpose creates momentum that is unstoppable even in a time of transition and uncertainty.

“Nothing is certain in this world. Now, more than ever, music has the power to heal, to connect and to create community. I like being part of a world where music is unstoppable. Even in the midst of chaos and transition.”

**ABOUT DARA SCHINDELKA**

Dara was raised on the Schindelka family farm near Raymore in the prairies of southern Saskatchewan. She began taking music lessons at the age of five and it became her passion and purpose even at a young age. She sang at fairs, exhibitions, and local music festivals as a young girl and joined the Saskatchewan Express touring group as she finished her high school years and moved to Regina. Her love of performing led her to Toronto where she went to Randolph School of the Arts under the direction of George Randolph. The opportunities to perform began to come in but she missed the people and prairies and walked away from the big city life and a life of performing.

In the years that followed she completed her Associate with the Royal Conservatory of Toronto in Singing. She then obtained an Education Degree from the University of Regina. Over the years she has led choirs, music groups, summer camps, and taught in the public-school system as well as privately. Her life journey has taken her to every corner of the province of Saskatchewan. From Raymore to Regina, Buffalo Narrows to Big River, Hudson Bay to Pelican Narrows, and Southend on Reindeer Lake to La Ronge, she has lived in all corners of the north and it reflects in her music and the issues she takes on. She cares about the marginalized voices in society. Her community is part of Dara’s story and helps create music that is profoundly moving, courageous, and joyful.

**ONLINE**

Website: <http://www.daraschindelka.com>

Facebook: [Facebook Fan Page](https://www.facebook.com/Dara-Schindelka-SingerSongwriter-126328438766025/)

Instagram: <https://www.instagram.com/daraschindelka/>

EPK: <https://docs.google.com/document/d/1BiBbVP4d45ZUTF1G5iTV7Ip5vTm2exGDvE6Kb78vvcg/edit?usp=sharing>

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