



FOR IMMEDIATE RELEASE

Rising emerging singer-songwriter Joelle Rose wins the 2025 Sauga's Song of the Year Contest for "Birdhouse!"

Mississauga, ON - April 22, 2025

The Mississauga Arts Council (MAC), Metalworks Studios, and SoundsUnite Canada, with media partner Mississauga Music, are pleased to announce the 2025 Sauga's Song of the Year winner, emerging singer-songwriter who grew up in Mississauga, **Joelle Rose**, with her song "**Birdhouse**"!

"Recording and releasing an original song has always been a dream of mine, and I'm incredibly thankful to the Mississauga Arts Council, Metalworks Studios, and SoundsUnite Canada for helping bring this song to life," says **Joelle Rose, 2025 Sauga's Song of the Year Winner**, "Mississauga is not only where I received my musical training, but also where I met my co-writer, Miles Rawlin, who wrote and performed the guitar for Birdhouse. Releasing my debut song through this contest feels so special - like a full-circle moment."

Inspired by the friendships she's built growing up in Mississauga, Birdhouse is Joelle's heartfelt love song to her friends—a tribute to the chosen communities that shape us. She hopes the song resonates with listeners, celebrating the many forms of community and the people who become like family along the way.

"Joelle Rose's journey—from her roots in Mississauga, singing with the Mississauga Children's Choir, performing in local musical theatre, and graduating from Cawthra Park's Regional Arts Music Program, to releasing her debut original song at the legendary Metalworks Studios—is a true testament to local talents," says **Mike Douglas, Executive Director of the Mississauga Arts Council**. "Congratulations, Joelle—we're excited to see where your artistic path leads next!"

Jurors **Ian D'Sa**, multi-award-winning producer, songwriter, and guitar player for the Canadian rock band Billy Talent; **Chris Crerar**, Head of Audio at Metalworks Institute, Studio Manager and Senior Mastering Engineering at Metalworks Studios; and **Bree Taylor**, award-winning country singer-songwriter were captivated by Joelle's demo, unanimously agreeing that Birdhouse stood out with its compelling lyrics, strong song structure, and vivid metaphors.



“Congratulations to Joelle Rose on her winning song, Birdhouse,” says **Gil Moore, Founder of Metalworks Studios and SoundsUnite Canada**. “What began as a standout demo was brought to life as a fully produced, professionally recorded, mixed, and mastered track at our studios—one that’s sure to resonate and inspire. We’re excited to watch Joelle’s journey unfold and see where her talent takes her next.”

“I’m thrilled to be part of the 2025 Sauga’s Song of the Year once again—last year was a huge success!” says **Demetrius Nath, Founder, Mississauga Music**, “MAC and Metalworks Studios have done an incredible job bringing this initiative to life, and Mississauga Music is proud to be in the mix, ready to support Joelle in any way that we can.”

“Birdhouse” by Joelle Rose is now available on all streaming platforms. You can listen to the song at: linktr.ee/JoelleRoseMusic

About Joelle Rose

Joelle Rose is a Mississauga-based singer-songwriter, music teacher, and Master’s student in Speech-Language Pathology at the University of Toronto. She actively performs across the Greater Toronto Area, and is passionate about using music to connect with her community. As a former chorister and staff member with the Mississauga Children’s Choir, Joelle has also performed in local musical theatre and is an alumna of Cawthra Park’s Regional Arts Music Program, crediting Mississauga for her musical upbringing. Follow her on Instagram [@joelle_rose_music](https://www.instagram.com/joelle_rose_music).

About Sauga’s Song of the Year Contest

Inspired by the success of Sauga’s 50th Anthem Contest, Mississauga Arts Council (MAC), Metalworks Studios, and SoundsUnite Canada launched Sauga’s Song of the Year Contest. This contest searched for the year’s best song reflecting the hopes and dreams for the year ahead and representing our city’s diverse community. Juried by a panel of music business peers, winner Joelle Rose received a free recording and mixing session at the prestigious Metalworks Studios and had her song “Birdhouse” named the “2025 Sauga’s Song of the Year”. Learn more: macarts.ca/songoftheyear

About Mississauga Arts Council:

Mississauga Arts Council is a registered charity, dedicated to accelerating progress toward the attainment of our Vision of Mississauga, as a vibrant cultural community where arts and culture thrive! Our mission is to empower the Arts Economy by Creating



more opportunities & capacity; Connecting artists to audiences and each other; and Celebrating artists' achievements. Learn more: macarts.ca

About Metalworks Studios:

Established in 1978, Metalworks Recording Studios was originally the creative workspace for the legendary Canadian supergroup Triumph. From humble beginnings, Metalworks expanded over 40 years to become a six-studio powerhouse that today ranks as the undisputed leader in the recording studio business in Canada. It is little wonder that Gold & Platinum record awards line the corridors at Metalworks. Learn more: metalworksstudios.com

About SoundsUnite Canada:

Metalworks Studios and Metalworks Institute have launched a new music education and music wellness platform called SoundsUnite Canada. Their mission is to bring ad-free music education and collaborative tools to students at elementary, high school, and post-secondary institutions as well as at-risk youth and marginalized communities across Canada. Learn more: soundsunite.com

About Mississauga Music:

Mississauga Music's vision is to bring together and nurture Mississauga's community of musicians, businesses, venues, promoters, creatives and the like. They aim to create an integrated platform that will feature the next wave of artists to highlight Mississauga on a national scale. Learn more: mississaugamusic.com

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