

OSHAWA
MUSIC
WEEK



25 YEARS

1 - 5 APRIL 2025



MUSIC BUSINESS MANAGEMENT

SPONSORS



INTERNATIONAL 



THIS EVENT IS PRODUCED AND CO-ORDINATED BY DURHAM COLLEGE STUDENTS AS A PART OF THEIR PROGRAM CURRICULUM.

EVENT LINEUP

TICKETS



29
MAR

OMW KICK OFF
7pm - Midnight | Biltmore Theatre

1
APR

CULTURAL MUSIC CELEBRATION & TRADE SHOW
10am - 4pm | The Pit, Durham College
SONGS REVEALED
7pm - 9pm | Two Two Two

2
APR

GENRE SWAP
7pm - 9pm | Two Two Two

3
APR

DESI PARTY
9pm - 1am | Biltmore Theatre
RAP RENAISSANCE
8pm - 12am | Diezel Room, The Atria
INDIE ROCK
7pm - 11pm | Two Two Two
COUNTRY NIGHT
6pm - 9pm | The Atria

4
APR

EMERGING ARTIST SHOWCASE
7pm-10pm | Robert McLaughlin Gallery
OMW AFTER PARTY
9pm-1am | Two Two Two

5
APR

MUSIC SUMMIT & CONFERENCE
10am-4:30pm | Rotary Global Classroom, Durham College
ENAD + MBM REUNION & GALA
6pm - 10pm | Centre for Innovation & Research
Durham College

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Dr. Elaine Popp

President



Welcome to Oshawa Music Week 2025!

On behalf of Durham College (DC), I am so proud to support Oshawa Music Week and help celebrate such a remarkable milestone anniversary. Over the past 25 years, Oshawa Music Week has grown into one of the most important music festivals in the Durham Region. Since its founding in 2000, this event has been integral to DC's Music Business Administration/Management program, offering students a truly unique and meaningful experiential learning opportunity. Over the years, under the guidance of our dedicated faculty members, more than 2,000 students have contributed to its success, and the festival has hosted hundreds of live music performances.

As Oshawa has become more diverse, Oshawa Music Week has evolved to showcase a wide array of musical genres, ensuring there's something for everyone. This year's lineup is particularly exciting, with a World Music Festival at the DC's Oshawa campus, followed by events throughout the week spotlighting rap, East Asian (Desi), indie rock, country, and more.

The highlight of this year's festivities will be our 25th anniversary celebration on Saturday, April 5. We are thrilled to welcome alumni and past faculty members to help us honour the legacy of this remarkable event.

Oshawa Music Week is a wonderful example of DC's important role in supporting arts and culture within our community. I invite you to join us in celebrating music, diversity, and the incredible achievements of our students and faculty members.

Together, let's make this milestone year one to remember!

Dr. Elaine Popp,
President
Durham College

Cristina Italia

Executive Dean



On behalf of Durham College and the Faculty of Media, Art & Design, welcome to the 25th Anniversary edition of Oshawa Music Week!

At Durham College, we pride ourselves on the opportunities our students receive to participate in real-life learning opportunities and Oshawa Music Week is the ultimate in experiential learning. Music Business students organize every aspect of the week's events as they work collaboratively in teams to bring their vision for a festival celebrating music to life.

This year's Oshawa Music Week is bigger and better than ever and marks an important milestone for our students and faculty. So much has changed over the past 25 years, yet the one thing that has remained constant is the dedication of our Durham College faculty and most importantly the calibre of our phenomenal students.

This year we celebrate many genres through a diverse range of events, culminating in an anniversary reunion on Saturday, April 5th to celebrate 25 years of great students, talented faculty and amazing music.

Thank you to all our students, faculty and staff and congratulations on this important anniversary that celebrates music in Oshawa and Durham Region.

Enjoy the Festival!

Tony Sutherland

MBM Instructor and Event Supervisor



Celebrating 25 Years of Collaboration, Growth, and Gratitude

As I reflect on the past 25 years of planning and running this event alongside so many talented students, I am filled with gratitude and appreciation. What began as an opportunity to create something meaningful has grown into a tradition that has shaped not only the program but also the countless individuals who have been part of its evolution: Durham Music and Film eXpo, Rock N' Reel, Reel Music Festival, and Oshawa Music Week.

To all the students, colleagues, alumni, talent, and supporters who have contributed over the years - thank you! Your creativity, dedication, and hard work have been the heart of this event. Each year has brought new challenges, fresh ideas, and unforgettable moments, and it has been a privilege to witness the incredible talent and growth of those involved.

One of the greatest rewards of this journey has been seeing students develop their skills, build lasting connections, and go on to accomplish amazing careers. The energy and passion you have brought to this event year after year have made it truly special. Whether it was brainstorming new concepts, problem-solving under pressure, or celebrating a successful night, each experience has reinforced the power of collaboration and commitment.

As we mark this milestone, I am reminded of Max Ehrmann's (Desiderata) words:

"And whether or not it is clear to you, no doubt the universe is unfolding as it should."

This anniversary is not just a celebration of the past, but also an opportunity to look ahead. I am optimistic that the next generation of students and faculty will continue to elevate this event, bringing their ideas and creativity to keep the tradition alive. While my role in it is changing, my support and admiration for this incredible initiative will remain.

To everyone who has been part of this journey – blessings! Your contributions have made a lasting impact, and I am forever grateful. Here's to the memories we've created, the lessons we've learned, and the future that lies ahead.

Enjoy OMW 2025.
Tony Sutherland



1 April 2025

10:00am - 4:00pm

The Pit, Gordon Willey Building Entrance, Durham College.

Kick-off Oshawa Music Week with a vibrant celebration of culture and creativity! The Cultural Music Festival + Trade Show brings together diverse global art forms at The Pit, showcasing the richness of cultural expression through music, art, food, and more. In collaboration with Durham College's International Education Office, this event invites you to experience an exciting fusion of worlds—from Indigenous sounds to Bollywood beats—offering an immersive celebration for all five senses. Join us in embracing Durham College's spirit of unity in diversity, promoting cultural inclusivity and fostering a deeper understanding within our campus community.

HOST



VENDORS

- Alex Giroux
- The Fungi's Creation
- 464 PM
- Metalworks Institute
- Jaja & Tete
- Crafty.wa

ARTIST LINEUP



Songs Revealed

1 April 2025
7:00 pm to 10:00 pm
Two Two Two - Bond St Event Centre, Downtown Oshawa.

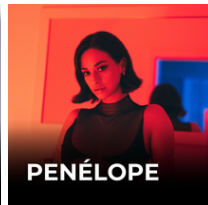
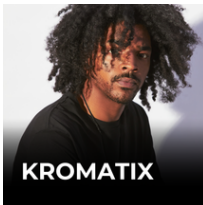
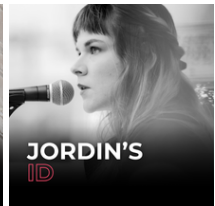
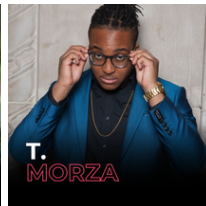
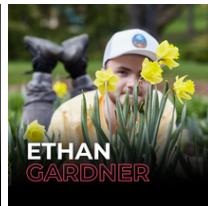
Experience the best of GTA's aspiring songwriters at Songs Revealed. This exciting songwriting competition features original music from talented artists and is judged by industry professionals: Harrison Caldeira, Rachael Clark, and Joe Grams. Hosted by Vile Murk, the event promises an evening of fresh music, friendly competition, and the chance to discover the next big songwriter. Don't miss the networking session to wrap up the night and connect with fellow music lovers and industry professionals.

HOST



JUDGES

ARTIST LINEUP



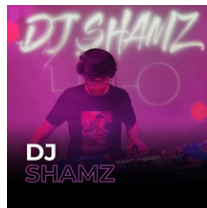


**April 2, 2025
7 pm to 9 pm**

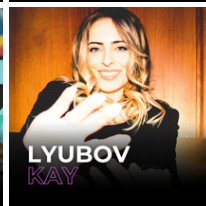
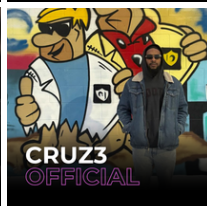
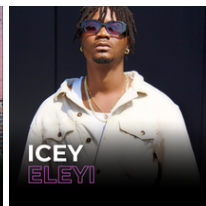
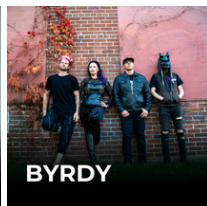
Two Two Two - Bond St Event Centre, Downtown Oshawa.

Genre Swap is a unique music competition where local artists and bands reimagine popular songs by swapping genres. Hosted by first-year Music Business Management students at Durham College, this event highlights Oshawa's emerging talent with exciting, genre-bending performances. Experience the creativity and innovation of local musicians as they transform familiar songs in unexpected ways!

HOST



ARTIST LINEUP





3 April 2025
6:00 pm to 9:00 pm
The Atria, Downtown Oshawa

Grab your cowboy hats, and join us at The Atria for Country Night! We invite you to experience the talented country artists of the Durham Region at OMW Country Night. OMW Country Night is a live music showcase aimed at celebrating the amazing country, folk, and singer-songwriter artists from the area. The twangy guitar and powerful songwriting of these artists will draw you in for an amazing night. We hope you can experience it live with us.

ARTIST LINEUP





INDIE ROCK

3 April 2025

7:00 pm to 11:00 pm

Two Two Two - Bond St Event Centre, Downtown Oshawa.

Join us for OMW Indie Rock and immerse yourself in the vibrant indie rock scene of the Durham Region. This showcase highlights the incredible talent emerging from the area. Experience a night of dynamic live performances from some of the region's most promising artists. With influences from bands like The Strokes, Arctic Monkeys, and The Killers, you can expect infectious guitar riffs, electrifying instrumentals, and unforgettable lyrics that will keep you moving all night.

ARTIST LINEUP





RAP RENAISSANCE

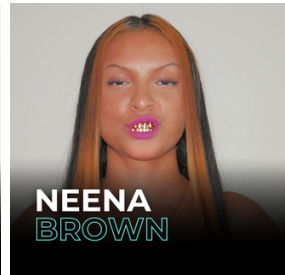
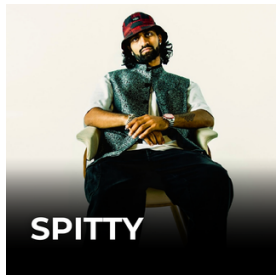
3 April 2025

8:00 pm to 12:00 am

Diezel Room, The Atria, Oshawa.

Experience Durham Region's emerging rap scene at *Rap Renaissance*! Showcasing some of the Durham Region's up-and-coming Rap/Hip Hop artists and producers at the Diezel Room, located in Downtown Oshawa on the second floor of Atria Bar & Grill. We invite you to join us on this night of discovering some of the best hip-hop in Durham. *Rap Renaissance* is aimed at showcasing and celebrating the amazing hip-hop and R&B found locally to us. Join us for an unforgettable night and discover talented artists we can't wait for you to hear!

ARTIST LINEUP





DESI PARTY

3 April 2025

9:00 pm to 1:00 am

The Biltmore Theatre, Downtown Oshawa

The *OMW Desi Party* officially kicks off Oshawa Music Week, featuring DJ Inawsha, an MBM alumnus, with an energetic mix of South Asian music. From Bollywood hits to Punjabi beats, the event promises attendees an immersive and high-energy experience. Sponsored by Durham College Student Association, this vibrant celebration at the Biltmore Theatre offers an unforgettable night of music, dancing, and entertainment.

FEATURING



ASHWANI INAWSHA



EMERGING ARTIST SHOWCASE

4 April, 2025

7:00 pm to 10:00 pm

The Robert McLaughlin Gallery, Oshawa

A highlight of Oshawa Music Week, the Emerging Artists Showcase is hosted annually by second-year Music Business Management students. This year, join us at the stunning Robert McLaughlin Gallery for an evening filled with exceptional music and art. Experience the talent of Durham Region's rising songwriters, performing in an inspiring space surrounded by captivating artwork. This free event is dedicated to celebrating the emerging artists shaping the local music scene. Don't miss your chance to discover the future stars of Durham Region!

ARTIST LINEUP



ERICA
KNOX



JACK
WALKER



SIOBHAN
BODRUG



PRIYANA



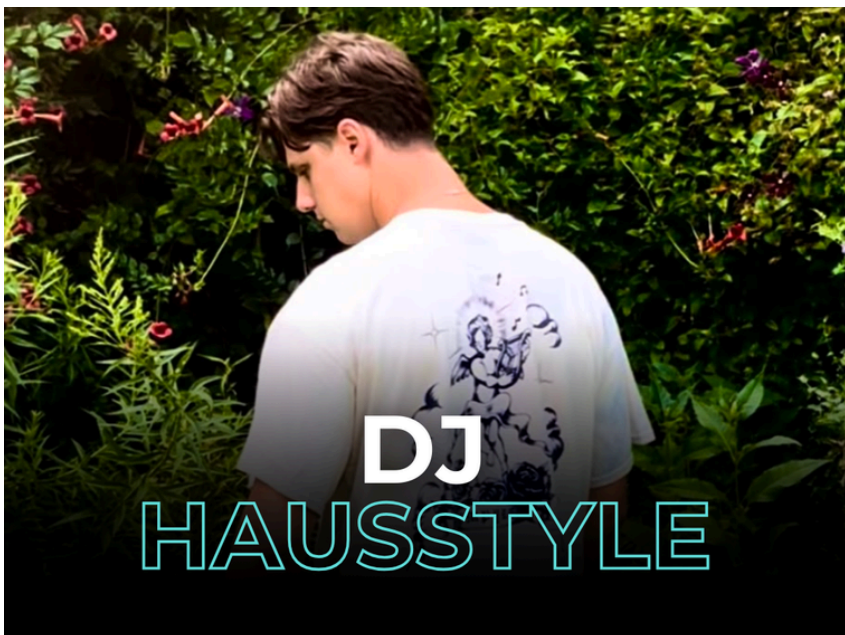
STEFAN
PALICKI



4 April 2025 | 9:00 pm to 1:00 am
Two Two Two - Bond St Event Centre, Downtown Oshawa.

Look no further for the best way to end Oshawa Music Week! We invite you to Two Two Two for the OMW Afterparty to enjoy a night filled with dancing and music from DJ HAUSSTYLE closing the week with his captivating synths and kicks. For fans of Techno, House, and Drum & Bass, you won't want to miss the last live event of Oshawa Music Week.

FEATURING





MUSIC SUMMIT & CONFERENCE

5 April, 2025

10:00 am to 4:30 pm

The Rotary Global Classroom at Centre For Collaborative Education (CFCE building), Durham College Oshawa Campus

OMW's Music Industry Summit and Conference returns this year, offering valuable insights into the ever-evolving music business. Hear from industry professionals as they share expert perspectives on both the business and creative aspects of the industry. Explore key topics such as the current music landscape, the impact of AI on music, and practical advice for artists and those who manage them. Whether you're an artist, a music professional, or simply passionate about the industry, this event is your gateway to learning from the best. Join us at the Rotary Global Classroom at Durham College for an invaluable experience.

SCHEDULE

10:00 **Strengthening The Canadian Music Industry in a time of Economic Uncertainty**
AM
Keynote Speaker: Trisha Carter - Music Export Manager CIMA, vice chair of Women in Music

10:55 **Durham Region Forum Music Industry Report Results**
PM
Eileen Kennedy - Invest Durham - Creative Industries

11:30 **Workshop 1: Managing Your Budget as an Artist**
AM
Siobhan Bodrug (artist), Tiffany Luvv - The Sundown Sessions, Ted Peters - 2x Juno nominee

1:00 **Workshop 2: How to Prepare for a Recording Session**
PM
Douglas Romanow

2:15 **Panel 1: The Impact of AI in the Music Industry**
PM
Sheldon Universe, Delon Om, Margaret McGuffin

3:30 **Panel 2: Inside the Music Industry, Careers you didn't even know existed**
PM
Deborah Knight, Brendan Kennedy, Rachael Clark, Colton Maddigan

GUEST SPEAKERS



Trisha Carter: With over 20 years in the music industry and international trade, Trisha Carter leads Music Export Canada, CIMA's global export service. She spearheads international market development, showcases, and strategic partnerships at major events like SXSW, The Great Escape, and Reeperbahn. Trisha has led Canadian delegations to markets in Japan, Chile, and Portugal, and brought international delegations to Canada. Her expertise in music export and global networks helps shape Canada's music industry, driving business continuity strategies in a rapidly changing landscape.

Eileen Kennedy: Eileen Kennedy is a certified Film Commissioner and an accredited economic development practitioner provincially, nationally, and internationally. Focusing on film sector development since 2012, she founded the "Film Durham" program at the Region of Durham to support film and television production and attract film-related investment to Durham through key partnerships with the film and television industry, government agencies, educators, locations, and local businesses. Since 2023, Eileen's role has broadened to Creative Industry Specialist and now includes Music Sector Development too. With her personal passion and experience as a musician along with successfully growing the film industry over the past 12 years, Eileen is now using those strengths and resources to build a stronger, more vibrant Durham Region music ecosystem that not only entertains but also drives economic and cultural growth in Durham Region.

PANELISTS



Sheldon Universe: Sheldon Universe is a Goan-Canadian singer, drummer, pianist, and producer with a global presence. He's performed at major events like Warren Buffett's birthday and the Black Adam premiere and toured worldwide, from the Arctic Circle to Tanzania. As a solo artist, his album *Out of Love* features his band and The Regiment Horns. Sheldon has also collaborated with Toronto Raptors veterans on *13 Rules* to support women's basketball. A seasoned entrepreneur, he's managed the Brampton Conservatory of Music and produced major festivals, while also giving back through music workshops and community programs.

Margaret McGuffin: Margaret McGuffin is the CEO of Music Publishers Canada, with expertise in research, policy development, and strategic change management in the creative industries. She has worked with numerous music trade and collective management organizations and serves on the board of Work In Culture and the MusiCounts Advisory Committee. A strong advocate for copyright and global promotion of Canadian music, Margaret holds a BA in Political Science from Western University and an MBA in Arts, Media, and Entertainment Management from the Schulich School of Business.

Delon Om: Delon Om, a former Canadian Idol contestant, rose to fame with his hit single "Superstar," which was featured on Virgin Radio 99.9 and led to offers from Sony and Ultra Records. In 2021, his collaboration on *The Gentleman & Scholar* earned three Canadian Latin Award nominations. Om has won two Oshawa Music Awards and was nominated for a Hollywood Independent Music Award in 2024. Currently, he's working on the musical *6ix Dreams Apart*, a project co-produced with Juno-nominated producers David Neale and T.J. Habibi, exploring critical social issues through music.

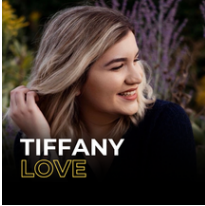
Rachael Clark: Rachael Clark is the Head of Administration at peermusic Canada. She joined in 2016 as Copyright & Office Administrator, having previously worked at CMRRA in Membership Services and Copyright. Rachael manages relationships with SOCAN, CMRRA, and major & independent labels, and serves on the Music Publishers Canada NxtGen committee. Specializing in copyright management and royalties, she has played a key role in the Canadian implementation of sub-publisher catalogues such as Hipgnosis Songs Fund, Wise Music, and Big Machine Music.

Deborah Knight: Deborah Knight is the founder and Principal of DKPR Public Relations Inc., a leading Toronto-based marketing and PR firm specializing in arts and entertainment. With over 30 years of experience, she has worked with Broadway shows, touring bands, Hollywood celebrities, and global companies like WestJet and SkyDome. Deborah has taught arts and entertainment management at colleges such as Durham and Centennial. She also founded The Water Drop Project, providing water tanks to over 50 schools in Jamaica.

Colton Maddigan: Colton Maddigan is a producer, mixer, and foley editor from Oshawa, Ontario. Specializing in sound fidelity and emotion, Colton has worked with Juno-winning bands and Oscar-nominated films. Starting his career in 2016 at Metalworks Institute, he now works on Hollywood post-production projects. His foley credits include *A Complete Unknown* (Oscar Nom), *Ripley* (Emmy Win), and *Beverly Hills Cop: Axel F* (MPSE Nom). His music credits include *Chris Cadaret*, *Veinduze*, *Heavy Head*, *Sedeze*, *Equal*, *Dizzy*, and more.

Brendan Kennedy: Brendan "BK" Kennedy is a Tour Manager and Audio Engineer based in London, Ontario. After starting his music career as a drummer in a small-town band, he graduated from Durham College's Music Business Management program. With over 12 years of experience, BK has toured globally in Tour Management and Audio roles with acts such as Billy Talent, Valley, The Glorious Sons, Our Lady Peace, and more.

WORKSHOP



Tiffany Luvv: Tiffany Luvv is a country/pop artist from Montreal, Quebec, and half of the Sundown Sessions, a monthly music showcase at The Rivoli in Toronto supporting indie artists. Through this initiative, she and fellow folk singer Amy Craze provide artists with promotion, resources, and mentorship. Tiffany's music connects through her unique tone and natural twang. In 2023, she performed at the Rivoli's Show Love event, inspiring her to create her own music series. Currently working on her debut EP, Tiffany is an advocate for mental health, indie artists, and women in music.

Ted Peters: Ted Peters is a musician and member of The Blackburn Brothers, whose album *SoulFunknBlues* earned Juno nominations and Blues Music Award nods. He has toured across Canada, the U.S., the Caribbean, and Europe, sharing the stage with legends like Aretha Franklin, Dr. John, and Sam Roberts. As a solo artist, Ted has collaborated with icons such as Willie Nelson and Ray Charles. He has performed at top festivals like the Montreal International Jazz Festival and the Ottawa Blues Festival. Now, Ted is dedicated to making Oshawa and Durham Region a destination for music lovers.

Siobhan Bodrug: Siobhan Bodrug is a 20-year-old singer-songwriter from Toronto, known for her soulful vocals and Indie Pop sound. She has performed at venues like The Golden Hour Festival, Rockwood Music Hall, and El Mocambo, and opened for artists such as Stars and Joel Plaskett. A 2022 Honey Jam artist, Siobhan recently toured Ontario and Quebec for her debut *Strangers Tour 2024*. With over 130k Spotify streams for her single "The End Lies Ahead," she's a rising star, praised for her powerful voice by *PeopleOfPEC*.

Douglas Romanow: Douglas Romanow is a seasoned record producer, mixer, and songwriter at Bluewater Music Group. He has collaborated with artists like Don Amero, Jade Hilton, and Kinnie Starr, and has engineering credits with Justin Bieber, Johnny Reid, and Tyga. Doug recorded Chantal Kreviazuk's live performance at Massey Hall for CBC and produced Juno-nominated work for Amy McConnell. His collaborations include The Sattalites, Michael Pickett, and Midnight Shine. Doug also leads the electro project SKY MACHINE, showcasing his diverse contributions to the music industry.

OMW 2025 TEAMS

FACULTY

Tony Sutherland, Leila Mogames, Daniel Gallinger



PROJECT MANAGERS

Dylan McGlashan , Khushpreet Ashta, Jessica De La Cruz Morales, Maxine Ripel, Wai Ying Ho, Ashleigh-Marie Koehn, Victor Li Mac Long



MARKETING TEAM

Ashleigh-Marie Koehn, Dylan McGlashan, Mel Lynas, Jaspreet Kaur, Sophie Young, Mateo Carvajalino-Erazo, Elijah Aleung.



SUMMIT TEAM

Victor Li Mac Long, Gabriel Esquivel Lugo, Fatma Ceyda, Cinardal, Santiago Correa Echenagucia, Rowan Teengs,



LIVE TEAM

Maxine Riopel, Megan Murayama, Jeffrey Alexander Devaswithin, Matthew Lambert, Will Seaward, Alexis Villeneuve, Jessica Brown, Yash Desai



CULTURAL CELEBRATION & TRADE SHOW TEAM

Wai Ying Ho, Hayden Macarthur, Destiny Marriot, Sofia Quinonez-Hernandez, Illianois Branch, Sukanya Biswas.



ENAD + MBM REUNION & GALA TEAM

Jessica De La Cruz Morales, Kim Shiwgobin, Ava Beatty, Anna Melnyk, Stacie Bones, Angelina Kobiakova, Henry Murray



ADMINISTRATION TEAM

Khushpreet Ashta, Nadiya Bajusha, Tyler Szarko, Marcus Rivas, Emily Lyvang-macdonald



SONGS REVEALED

Aislynn Blakely, Caitlin Chapman, Jack Hodgson, Jayden Hansen, Nicholas Karlo, Alessandra Ignacio, Brennan Ivan, Jade St Croix, Katsiaryna Buyanova (Kate), Noah Pappas, Caleb Arculus, Deborah Mossa, Keileigh Venida, Nathan Cunha, John-Marc Annibale, Keagan Wallace, Matthew Noton-Blakney, Trent Garner, Alexey Karavaev, Edy Garcia, Keivan Porteous, Sam Sargent.



GENRE SWAP

Annakeerthana Kalluveetil Joy, Kahia Sheekey Pollard, Macalib Chin James, Sofia Voznesenska, Alexio Dunn, Blair Davidson, Bronson Bosco Lourenco, Christine Truong, Alexander Richardson, Ansh Julka, Jacob Postero, Aby Philip, Evan Torres, Ron Mishra, Tyler Baigrie, Amari Bhoorasingh, Holden Gorobets, Lindsay Macdonald, Noah Hughes.



CREDITS & THANKS

On behalf of the Music Business Management program, we extend our deepest gratitude to all the organizations and individuals who have contributed to the success of Oshawa Music Week 2025.

We would like to express our sincere thanks to our generous sponsors: Durham College International Education Office, Durham College Alumni Association (DCAA), Durham College Student Association, Sony Music, DCEats, The Atria, Bond St Event Centre, The Robert McLaughlin Gallery, Biltmore Theatre, and The Second Wedge Brewing Co. Your support has made this event possible and impactful.

We also extend special thanks to the MAD Faculty for their guidance and mentorship, the talented artists and bands who shared their creativity, the dedicated judges and inspiring speakers, our exceptional hosts and dynamic DJs, and the hardworking volunteers whose efforts behind the scenes ensured the smooth execution of the event.

Special appreciation to all of the Entertainment Administration and Music Business Management students, alumni, and faculty who participated in the Reunion + Gala. Your presence, your photo memories, and your well wishes are well received. We wish you continued success.

A special thank you to Tony Sutherland, Leila Mogames, and Daniel Gallinger for their invaluable contributions in making OMW 2025 a grand success.

Finally, we would like to extend our heartfelt thanks to the Oshawa community and everyone who attended Oshawa Music Week 2025. Your enthusiasm and participation made this milestone event a resounding success.

We look forward to continuing this journey of collaboration, growth, and celebration of the music industry in the years to come.

OMW 2025 Team



ENAD + MBM REUNION & GALA

A NIGHT TO REMEMBER

5 April, 2025

6:00 pm to 10:00 pm

Event Space CIR 102 at the Centre For Innovation & Research

Durham College Oshawa Campus

Admission: Private Invite

The Music Business Management (MBM) program, formerly known as Entertainment Administration, has been a cornerstone in shaping professionals for the Canadian music industry. To celebrate Oshawa Music Week's 25th anniversary, MBM students, in collaboration with the Durham College Alumni Association, will host a special event at the Centre for Innovation & Research. The evening will feature alumni speakers, live performances, a photo booth, and a 50/50 raffle. We invite all ENAD and MBM graduates, along with current students, to come together and celebrate the program's legacy while looking forward to its continued success in the music industry.





MUSIC BUSINESS ADMINISTRATION (TWO-YEAR)
DIPLOMA

MUSIC BUSINESS MANAGEMENT (THREE-YEAR)
ADVANCED DIPLOMA

The Music Business/Music Business Management programs prepare students to enter any field of the music industry equipped with a solid foundation of relevant knowledge and business practices, and plenty of hands-on experience. Students learn to manage revenue streams, book tours, draft and negotiate contracts, manage artists and venues, plan and execute events, design websites, market and promote artists and merchandise, build a network, and much more. Graduates enter the industry ready and eager to become astute music industry executives, well-informed musicians/songwriters, or both!

CLASS OF 2025

