



ADRIAN SUTHERLAND

Adrian Sutherland comes from **Attawapiskat on the remote coast of the James Bay**. He's a singer, songwriter, musician, recording artist, and the fascinating frontman and founder of roots-rockers Midnight Shine, making **meaningful music with important messages** that resonate across Canada and beyond.

Adrian is a father of four, grandfather of four, and hard-working husband, **proud of who he is and where he comes from**. He speaks his Cree language, is a respected cultural leader, practices traditional ways of the land, and is a **genuine example** of someone who lives authentically.



"Singer Adrian Sutherland comes organically closer to the heart of what makes early Neil Young so haunting than anyone else we've seen in years..."
-- **Jacqueline Howell, DISARM Magazine**

Passionate about making a difference for youth, Adrian is driven to ensure that young people have access to **education, sports and recreation**, and the chance to explore **skills and talents**. He is an Artist Ambassador for Downie Wenjack Fund, and a Master Corporal with Attawapiskat's Canadian

Ranger Patrol where he **leads young people** in wilderness initiatives. Adrian previously launched a music program with support from MusiCounts, and was instrumental in bringing ArtsCan Circle to his community.

Outside of music, Adrian is **an entrepreneur** who has been running an eatery in Attawapiskat with wife Judy since 2018. Prior to this, he spent three years as CEO of a community-based business development company, a position he left in 2017 to make more time for **music, cultural obligations, and family**.

MUSIC VIDEOS

[Politician Man](#)

Released Oct 17, 2019

[Leather Skin](#)

Released May 27, 2019

[Heart of Gold \(Cover\)](#)

Released Jan 8, 2019

[I Need Angels](#)

Released Nov 8, 2018



Early in his career, Adrian spent ten years as a certified EMT, providing **emergency response paramedic services** all over Northern Ontario. He went on to **study finance and business** management at Northern College in Timmins, and was nominated for a 2016 Premier's Award from Colleges Ontario for his unwavering **commitment and dedication to the North**.

A writer with **unique stories to share**, Adrian is a regular

Huffpost.ca blogger, and a featured contributor to Outdoor Canada Magazine. A **devoted hockey player**, too, Adrian was thrilled to lace up alongside other hockey-loving musicians and former NHL greats at JUNO Cups in Ottawa (2017), Vancouver (2018), London (2019), and Saskatoon (2020) to **raise money for charity**.

With a growing and significant voice on many issues in Canada today, Adrian **speaks from his mind and cares from his heart**. He is an insightful and resilient advocate with **first-hand perspective** on many challenges facing Attawapiskat and other First Nations, like contaminated water, critical housing shortages, rampant addiction, and the ongoing suicide crisis among Indigenous youth.

At this time of increasing awareness around **Reconciliation**, Adrian is hopeful for all Canadians to continue **taking steps together**.

MEDIA STORIES (Select List)

iHeartRadio

Timmins Today

CBC The National with Wendy Mesley

CBC q with Tom Power

CBC News Toronto

CBC News Sudbury

CTV Winnipeg News

CBC News Montreal

Huffington Post

Toronto Star

National Post

The Canadian Press

Ottawa Citizen

SOCAN'S Words + Music

Samaritanmag.com



A FEW CAREER HIGHLIGHTS...

Sutherland released his debut solo single in October 2019, one week before the federal election. *Politician Man*, a **protest song for Canada**, has been receiving national media attention and critical acclaim ever since. Co-written with musical brothers Chris Gormley (The Trews) and Matt Gormley (Daylight for Deadeyes), produced by Carl Jennings, and mastered by João Carvalho, it was launched with a music video by **award-winning animator** Justin Stephenson (*The Secret Path*).

Adrian has so far released **three studio albums** with his band Midnight Shine: *High Road* (2018), *Northern Man* (2014) and *Midnight Shine* (2013). Together since their inaugural show in 2011, their presence at Canadian Music Week in 2016 **sparked a massive media buzz** netting Toronto Star, CBC's The National, CTV's Canada AM, Canadian Press, Daily Vice, National Post, Metro Canada, Hamilton Spectator, Winnipeg Free Press, Calgary Herald, Edmonton Journal, Vancouver Sun, and more. Media from Victoria to Charlottetown picked up their compelling story, quite possibly making them the first indie band to gain **nationwide media attention** before ever setting foot on tour.



Four of Midnight Shine's tracks (*Velocity*, *Sister Love*, *In the Midst*, *Northern Man*) claimed **#1 on the Indigenous Music Countdown (IMC)**. Debut single *Since You Been Gone* climbed to **#2**, *Heart of Gold (Cover)* reached **#3**, *Lonely Boy* hit **#4**, *Leather Skin* peaked at **#7**, and *Over You* broke into the top-ten at **#9**.

Midnight Shine's exceptional cover of Neil Young's *Heart of Gold* brings a timely new sound to the timeless classic, with **pow wow singing and a verse in Cree**. The music video shot in Attawapiskat received 3k views on its first day, 30k its first two weeks, and media coverage from coast-to-coast. It has been called "**joyful, beautiful, important, and truly Canadian**" by music lovers around the world, and continues to earn spins on radio across North America and internationally. The video is currently at 222k views on YouTube, with no signs of stopping.

Debut video *I Need Angels* **draws attention to the suicide crisis**: "There are a lot of people struggling in Canada's far North, especially youth. Being isolated can be tough, and a lot of people suffer from depression. *I Need Angels* is about that inner struggle to not give up, and **hang on to hope and faith** despite the darkness." Shot in Attawapiskat, the stunningly beautiful video has been labelled "**passionate and powerful**" and is resonating widely with over 87k views.

"Putting a fresh spin on a classic is a tough task... Sutherland delivers a heartfelt and convincing vocal performance, and a section of the tune is sung in his Cree language. We reckon Neil Young would approve..."
-- **Kerry Doole, FYI Music News**

"Sutherland's lyrics dance between truthfully portraying the hardship of northern life and celebrating that there's nowhere else he'd rather be... He doesn't diminish the ongoing crisis in Attawapiskat, but he wants to let some light into the picture..."
-- **Nick Patch, Toronto Star**

INSPIRING SPEAKER & WORKSHOP PRESENTER...

Adrian Sutherland is an **authentic and inspiring speaker** who can address many topics relevant to First Nations today, like resiliency, wellness, culture and language, land-based learning, and Reconciliation. His presentations can be **customized for particular themes and audiences**, and are suitable for all ages.

SPEAKING ENGAGEMENTS & WORKSHOPS (Select List)

Indigenous Music Awards (Co-Host) – Winnipeg MB
Forest Hill Collegiate Institute – Toronto ON
Humberside Collegiate Institute – Toronto ON
Chippewa Secondary School – North Bay ON
Vancouver Folk Music Festival – Vancouver BC
IAESC Student Conference – Toronto ON
Nishnawbe Aski Nation Youth Forum – Thunder Bay ON
Youth Mental Health Summit – Constance Lake ON
Peetabeck Keway Keykaywin Aski Gathering – Fort Albany ON
CityFolk Blues in the Schools – Ottawa ON

"The students really appreciated Adrian's presence at the gathering. He instilled so much pride in all of the Youth, especially those from the James Bay Coastal communities..."
-- **NAN Youth Forum Organizer (2019)**

"Thank you for giving us this amazing experience. It was incredibly moving, educational and inspirational to hear you speak..."
-- **Downie Wenjack Legacy Schools (2019)**

DIGITAL LINKS

www.midnightshineonline.com
www.facebook.com/midnightshineon
www.twitter.com/midnightshineon
www.instagram.com/midnightshineon

MANAGER & PUBLICIST

RoseAnna Schick, RAS Creative
rascreative@yahoo.ca

BOOKING AGENT

Nicole Rochefort, AIM: Artists In Motion
nicole@aimbookingagency.com