

The Virgin Islands Consortium

USVI Artist Rudy Live To Perform At South By Southwest, Drops New Soca Title

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This weekend Austin, Texas will continue playing host to one of the state's biggest parties and Virgin Islands very own Rudy Live is among the entertainers who will be performing to wrap up the week-long event, according to a release issued to The Consortium Thursday. South By Southwest Austin kicked off March 9 and runs through Sunday with huge shows, parties and concerts.

After a successful 2016, it may seem as if the captivating, catchy and exciting Rudy Live, who was born Toiya Isaac, took a laid-back approach at the beginning of the new year. But this perception of absence was only at the surface as the soca songstress has been hard at work behind the scenes on new music, setting up national appearance and a new

distribution deal with FOX F-- USE, a leading digital music label for Caribbean music and one of the largest label worldwide for soca and chutney music, according to the release.

Speaking on the partnership, each party expressed their sentiment on the occasion.

"I am very excited to come into partnership with Fox Fuse. I believe this joint venture is an important step for my career and my RudyLive brand," Rudy Live said.

The first project released with FOX F-- USE, is Rudy Live's single "24". Written by the soca diva herself and produced by Cherrod Lewis of CL Production, the high tempo feel-good track comes right on time to keep the Trinidad and Tobago carnival vibes going into this year's VI Carnival, themed "A Centennial Commemoration for 65th Carnival Celebration".

Rudy Live said when she came up with the concept of 24, it was all about good vibes in general.

"I wanted to touch on a topic that everyone could relate to, the indescribable excitement of how one feels when carnival is approaching, only to face the emotions of fete withdrawal as carnival departs like a thief in the night," she said. "We all use carnival to escape the stress that society brings upon us and we all know that all good things must come to an end. But for me, I believe in giving the people what they want. If you work hard all year you deserve to free up just for another day so why not give them another 24."

SXSW began in 1986 when a small group of people in Austin, began a series of long discussions about the future of entertainment and media. A fundamental opinion shared by the group was that the local creative and music communities were as talented as anywhere else on the planet, but were severely limited by a lack of exposure outside of Austin. Finally, in October of 1986, the announcement of the first South By Southwest was made.

The event has changed in many surprising and meaningful ways since 1987, but at its core, SXSW remains a tool for creative people to develop their careers by bringing together people from around the globe to meet, learn and share ideas.

Rudy Live will perform today at the Belmont Austin for SXSW 2017 during the "Sounds of Africa and the Caribbean" event along with the likes of Demarco, Runtown, Moelogo, Christopher Martin, Maleek Berry and others.

Combining smarts, beauty and talent, Rudy Live says she aims to inspire through her music and represent her beloved island on an international level. "I want to be remembered as someone who made an impact in this world, with faith you can move mountains, you can reach your goals, nothing can stop you," she said.

Rudy Live is also expected to perform live in the V.I. Carnival Village on St. Thomas next month.

[Listen to the original recording](#)