

A woman with voluminous curly hair is the central figure, looking slightly upwards and to the right. She is wearing a dark, short-sleeved top and a necklace featuring three large, circular, beaded pendants. The background is a soft-focus outdoor scene with green foliage. The entire image is overlaid with a semi-transparent reddish-brown filter.

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# AVA BELLA

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• SINGER • SONGWRITER •





# **MORE THAN MUSIC**


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## **ABOUT ME**

It all started when she was 5...

AvaBella, born Melissa Renee' Jones, stood on her parent's glass coffee table and spread out Jet, Ebony, and Essence magazines to "sing to the singers" that would sing to her through the tv and radio. the Kansas City, Missouri native grew up listening to everyone from Gladys Knight, to Luther Vandross, to Anita Baker. Even though standing on her parents coffee table to sing didn't go over well with her mother and father, she continued to sing to the singers a few more times until her parents put her into the angelic choir for children at their church. This is where she found both her voice and her confidence.

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AvaBella was mostly shy and quiet as a little girl, but something just seemed to click when she stepped on stage for solos at church. After her first starring role in a children's musical, she began to open up a bit more and auditioned for school talent shows. A few years after that, she went to high school choir auditions. This is when her high school music teacher realized this wasn't a typical sounding 13-year-old. Within the first semester of her Freshman year, she began taking private vocal lessons after school that incorporated her learning the love languages. She then began to sing Italian Arias, Spanish Folklore, and German Opera to prepare her for District, State, and National Music festivals. She ended her first year placing 1st or receiving 1 ratings in every round. This would happen that year, and for all the years to follow. Soon her parents decided to move her to The local Performing arts school in the city, Paseo Academy of The Fine & Performing Arts. From here, She went on to study vocal performance at Dillard University in New Orleans, Louisiana. Nearing the end of her 3rd semester, she decided it was time to get started on her professional music career.

In the Summer of 2004, Ava married her first love and had two children. The relationship took a turn for the worse when he returned from his final tour of duty in Iraq, diagnosed with PTSD. As a newlywed and a new mother, Ava endured more than three years of domestic abuse. By 2009, Ava was a divorced, mother of two infants and homeless for the third time when she reconnected with a few teenage friends who were experiencing industry success as independent Hip Hop artists. Local MC and founder of Black Vine Enterprises, James Christos, took her under his wing with the help of his business partner, Le'Ronta Austin, providing additional artist development. She released her first project, The LadyGun EP in the Spring of 2012 on her birthday. Within the first few years of releasing her debut project, she had already toured with Hip Hop Legend Masta Ace & Canadian DJ Marco Polo. She went on to tour with Grammy award winner, GLC (formerly of Kanye West's G.O.O.d. Music), and shared the stage with the likes of UK artist, Estelle, Actor and singer, Luke James, reality star and recording artist, Big Freedia, music legend, Morris Day & The time, local turned national MC, Mac Lethal, and hometown favorite, Lo-Key!

Not long after, AvaBella began creating a buzz and making new fans. While she enjoyed tour life and all the growth she was experiencing, she decided to head West! In the winter of 2013, she made the hard decision to leave her sons in the care of her parents. She sold everything of value, and took one lone suitcase and relocated to Los Angeles. While in LA, she not only began development for her own web series, 'Ava in LA', she started an art, fashion, entertainment, and indie music lifestyle blog, AvaTheAnarchist.com (now AvaBellasIndieBlog.com), self-produced and recorded several tracks, but she also landed gigs as a voiceover actress.

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AvaBella has truly defied the odds. She is a self-proclaimed MUSICpreneur and Indie Boss. She returned to her hometown after living in LA and founded Her Artist & Public Relations company, Assilem Group, LLC. Upon returning to Kansas City, AvaBella moved her operations from the local coffee shop to offices in the 18th & Vine Jazz District in the Historic Lincoln Building. After 3 years working in PR, Branding, and Design, she decided to work in tandem again with Black Vine in the revitalization and rebranding of the Mutual Musicians' Foundation, the oldest Jazz House in the world!

In 2016, their two companies coordinated and executed the launch of the Legacy 627 Musci Awards which honored the legacy of not only the MMF but members of colored musicians' unions internationally. They also launched the first radio station in more than 80 years in the 18th & Vine Jazz District, KOJH 104.7 FM as a streaming station (FM station launches in 2017) the Summer of 2015. Ava is also responsible for the rebranding of the Mutual Musicians' Foundation website and programming initiatives for the organization's Centennial year.

Also in 2016, Ava appeared in the Black Repertory Theater's, Dreamgirls, completed a national tour, and was nominated for 5 Kansas City Music Awards of which she took home the Best Pop Artist Award. Her music has been placed in films, she is often the go-to entertainer for conferences, and her expertise is often requested for national conferences like Techweek, BPRS, and National DJ's United.

Ava is a member of The American Federation of Musicians, the Historic Mutual Musicians' Foundation, Black Public Relations Society (BPRS-Chi), the Black Data Professionals (BDPA), and she is a BMI songwriter and publisher.

"I do a lot...Being a mom, an entrepreneur, and an artist isn't always easy, but it's my calling. I am the only one responsible for building the legacy and telling my story as it happened - I mean, who better to do it? I just want to honor my city, my community, my children, and the Most High with the gifts He has given me. I may not always get it right, but I'm committed to the work. Prayerfully, when it's all said and done the work will be a work of art! After all, there is an art to everything" -AvaBella

### **CONNECT WITH AVA**



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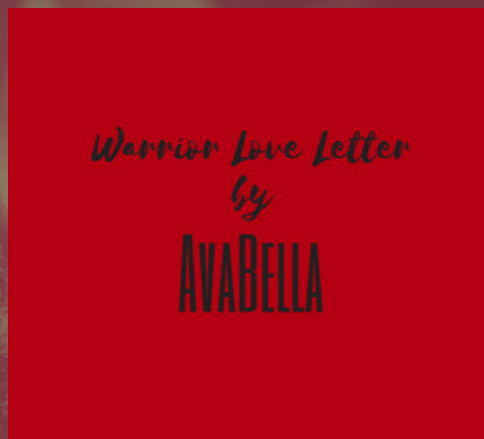


# DISCOGRAPHY



## **THE LADYGUN EP 2012**

AvaBella's debut EP  
Released April 2012.  
Digitally distributed by  
Island Def Jam



## **WARRIOR LOVE LETTER**

Warrior Love Letter Single  
Released December 2016  
Digitally distributed by  
Assilem Music & Media Group, LLC



## **BLUE SUNDAY**

Blue Sunday Single  
Released April 2017  
Digitally distributed by  
Assilem Music & Media Group, LLC



## **MILLIONAIRE 2.0**

Millionaire 2.0 Single  
Released September 2017  
Digitally distributed by  
Assilem Music & Media Group, LLC

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# NEW MUSIC

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## **BLACK + GOLD LEAD SINGLE**

Includes unlimited streaming via the free Bandcamp app, plus high-quality download in MP3, FLAC and more.

A true story of fairytales lies and lost love...  
Sometimes love is a many splendid occurrence. A life-long treasure to behold.

Other times, it's made of fable, folklore, lie, and fairytale.

Sometimes you can ignore all the warning signs.

Sometimes late nights bleed into days.

Sometimes a warm caress becomes a balled up fist; kind words can't be found  
when there's broken glass everywhere leaving scars in its wake.

Sometimes you can willingly give love in exchange for nothingness and the  
mask removes itself.

I present...  
Black+Gold Pt. 1

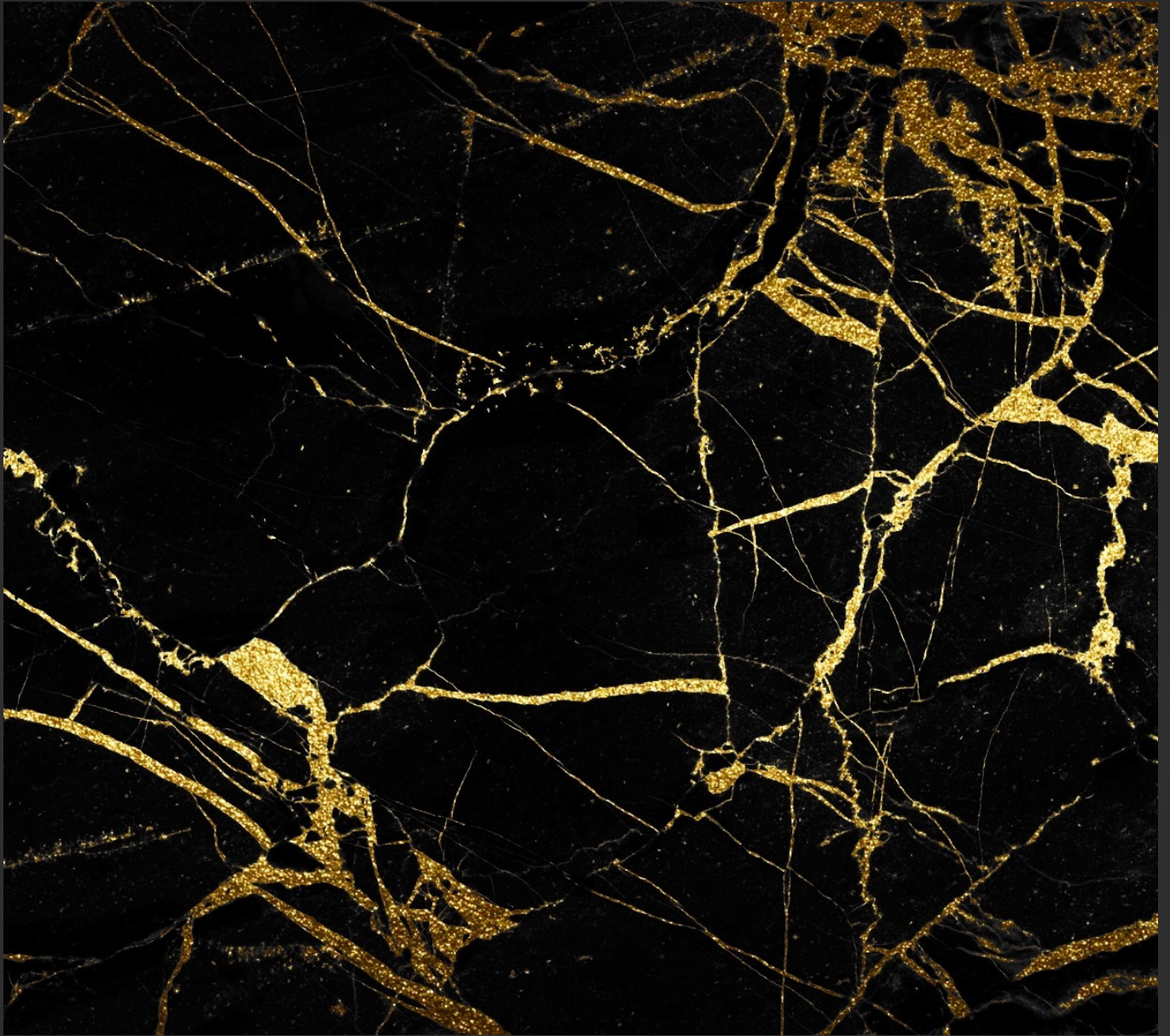
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# ***NEW MUSIC***

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## ***BLACK + GOLD***

The follow up studio release to  
the LadyGun EP. Black + Gold  
will release, April 2018.

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# AWARDS + NOTABLE MOMENTS

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## **KANSAS CITY MUSIC AWARD WINNER**

In April 2017, AvaBella was awarded the Kansas City Music Award for Best Pop Artist.



## **BET MUSIC MATTERS IN KANSAS CITY**

In February 2012, AvaBella was the only Kansas City artist to perform at the BET Music Matters Concert



## **TOP 50 INDIE ARTIST VOL. 248 W/ WYCLEF JEAN**

In 2014, AvaBella gained a coveted placement on Coast 2 Coast Mixtapes Top 50 Indie Volume 248 Hosted by Wyclef Jean.



## **PLACEMENT ON SEX AIN'T LOVE FILM**

In 2014, AvaBella's "Millionaire" from the 'LadyGun' EP appeared in Wil Adams' Sex Ain't Love Film



## **APPEARANCE ON CRITICALLY ACCLAIMED SPECIAL EFFECTS BY TECH N9NE**

In 2015, AvaBella received a special invite to Strange Music Studios & compound to lend vocals for the Special Effects album for Highest Selling Independent Rapper and long-time friend, Tech N9ne!

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