



Name; Ambwene Yessayah

Stage Name; AY

Label; Unity Entertainment

### Background

AY began his music career at the age of ten. While in primary school he participated in talent searches and frequently entertained guests at parties and events. In 1996 while in high school he formed a group with his friends called S.O.G. which recorded an album and released it in the year 2000. In 2001 A.Y. decided to go solo and recorded his first solo album 'Raha Kamili'. The first single off the album 'Raha Tu'(Pure Joy) was a huge success, it quickly topped local radio and T.V charts. It was this project that introduced A.Y. into the Tanzanian music scene.

A.Y.

Ambwene Yessayah



[www.twitter.com/AyTanzania](http://www.twitter.com/AyTanzania) | [www.facebook.com/aytanzania](http://www.facebook.com/aytanzania) | [www.aytanzania.com](http://www.aytanzania.com)

#### Serious Business

- In 2005 A.Y. released his second album 'Hisia Zangu' (my feelings) with its first single 'Yule' which topped the East African charts.
- The album included various collaborations with top East African Artists like Prezzo, Tattuu and Deux Vultures (Kenya), Maurice Kirya (Uganda). This gave A.Y. more recognition in East Africa.
- The second single from the album 'Binadamu' (Human Beings) was a huge hit in East Africa and was nominated for a Kora Award making A.Y. the first Tanzanian male artist to be nominated for the award.

#### More Serious Business

- After the release of the second album A.Y.'s popularity increased in East Africa and established him as a top artist in the region.
- In 2006 he received an endorsement deal with 'Konyagi' one of the top selling liquors in East Africa.
- The endorsement deal opened more doors and he was featured in various commercials with different companies including Coca-Cola, Airtel, Vodacom and TBL for its Kilimanjaro Lager Brand.



### Achievements

- 2005, Nominated for Best Male Artiste East and Central Africa at The Kora Music Awards for the single 'Binadamu'.
- 2006 Nominated for Best Male Artist, Tanzania at Kisima Music Awards in Kenya.
- 2007 Received a Kilimanjaro Music Award for Best Hip Hop single.
- 2007 Received a Kisima Music Award in Kenya for Best Music Video-Tanzania.
- 2007 Received a Pearl of Africa Music Award for Best Hip Hop single.
- 2008 Received a Kilimanjaro Music Award for Best Collaboration.
- 2008 Received a Pearl of Africa Music Award for Best Male Artist-Tanzania.
- Akon has repeatedly acknowledged A.Y.'s music and was particularly impressed by his style and sees him as the next rap artist from Africa to make it internationally.
- 2010 Nominated for Best Video and Best Reggae Song of the year at Kili Music Awards.
- Received an award for Best Video at Teen Xtra Music Awards 2010.
- Nominated Artist of the Year, Best African Collaboration, Best East African song of the Year, Best Hip Hop Song of the year and Best Male Artist of the year at The Museke Awards (Ghana).
- Received Best East African Male Artist at The Museke Awards (Ghana).
- Received Best East African Artist of the year award, Chaguo La Teneez 2010.
- Received Best Reggae Song of the year award, Tanzania Kili Music Awards 2010.
- Received Best East African Song of the Year award, Museke Awards 2010.
- Received Best Male Artist of the year award in Tanzania, Pearl Africa Music Awards 2010.
- Nominated in Radio France's International Awards 2010.
- Received Best an award for Male Artist in Tanzania, Pearl Africa Music Awards 2011.
- Received an award for Best Male Stylist in Tanzania, Pearl Africa Music Awards 2011.
- Received an award for Best East African Song of the year, East African Music Awards 2011.

- Nominated Best Artist of the Year-Tanzania at Kisima Music Awards 2012.
- Received Best East African Video at Channel O Video Music Awards 2012.



- 17 Awards to date.
- Has had 32 hit singles all of which made it to number one in East Africa.
- His hits "PARTY ZONE & MONEY" have won him recognition in other parts of the world. His hit single "Speak with ya body" featuring Hollywood superstar Romeo is currently on the TRACE, MTV & CHANNEL O charts.
- Has various collaborations with top East African Artists including Chameleone, Ngoni (Uganda), Amani, Nameless, Juacali(Kenya), P. Square(Nigeria), Miss Trinity (Jamaica), Lamyia and Hollywood Superstar Lil Romeo.

### Performances

- The launch of his four albums was a huge success. Sponsored by The Tanzania Cigarette Company and featured international artists including Fat Joe, Eve, P. Square and others.
- Was one of the main artists performing during a huge concert 'Music Against Aids' in Tanzania an initiative supported by The Tanzanian government and U.S.A.I.D.
- The Coke side of life tour in East Africa.
- The Afro Arabs youth Festival in Uganda that had different artistes from all over Africa.
- The Zanzibar International Film Festival.
- The Sauti za Busara Festival
- Performed for refugees of Rwanda and Burundi courtesy of U.N.H.C.R.
- Tanzania was honored 2007 to have the Olympic torch pass through their country, A.Y. was one of the few artists selected to perform at the event.
- He has also performed in East Africa, Rwanda, Burundi, Dubai, India, South Africa, U.S.A, Malaysia, Russia and the U.K.
- MTV Africa Music Awards 2009
- Channel O Music Awards 2011 & 2012



#### What you didn't know

- Real name: Ambwene Yessayah
- Style: Simple and Casual
- Date of birth: 5<sup>th</sup> July
- Zodiac: Cancer
- Favorite Color: Red
- Favorite Scent: DKNY
- Inspiration: Dr. Dre

#### New from AY

- AY has just launched his website <http://www.aytanzania.com>.
- Is an Airtel Ambassador and has featured in commercials and promotion campaigns for Ugandan Liquor "Waragi", Coca Cola, Fema, AON and other brands
- Is currently doing collaborations with stars from Africa and the rest of the world including J.Martins, Cabo Snoop (Angola), Sean Kingston, Elephant Man (Jamaica), Young Joc, T-Pain, Tyga and others.

## LINKS

<http://www.aytanzania.com>

<http://www.facebook.com/aytanzania>

<http://www.twitter.com/aytanzania>

<https://t.co/YLiwuKuk>

## For more Information Contact

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