

Justin Holness

TR1BE Music



Justin Holness is the Founder and Owner of TR1BE Music, a music streaming platform focused on enabling fans to directly support musicians. On TR1BE Music, a portion of the proceeds from each subscriber goes directly to the artist at a fixed rate, which increases the artist's overall revenue from sharing their music. Overall, TR1BE Music's streaming platform is a global network committed to investing in artists to help them grow their career and to make a living doing what they love. Justin was born and raised in Winnipeg and currently resides on his ancestral territory in the Pile of Bones region, Treaty 4 territory in Saskatchewan.

Before starting TR1BE Music, Justin worked at the Centre for Aboriginal Health, working with young Indigenous people as a Youth Diversion Coordinator. As part of this, Justin began to support their youth in producing their own music; he was able to get the equipment needed to develop a program for youth, where they could express their love for music as well as record their own. This program helped build trust among the youth, allowing them to use the music as medicine and helping them redirect their lives the same way that he credits music in redirecting his own life. Justin's relationship with the youth was a paramount in realizing what music can do and what it can achieve for our people. Everything Justin has done in his career has been to support Indigenous creatives in pursuing their passions. In creating TR1BE Music, Justin is striving to cultivate a space, particularly for Black and Indigenous musicians, to express their love for music and for everyone to be compensated fairly for their work.

Ultimately, the TR1BE Music platform evolved from the studio programs that Justin once developed; both endeavours were driven by Justin's commitment to sharing the healing properties of music. Justin's connection to his Afro-Indigenous communities, and his drive to create a space where inspiring Black and Indigenous artists can be heard and supported, is what makes TR1BE Music such a positive space to be in.