

# Anita Lerche

## Danish-American Singer



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## Biography

Anita Lerche stands as a beacon of musical excellence and cultural bridge-building. Originating from Denmark, Anita is a Billboard Top-5 Charting internationally acclaimed award-winning singer-songwriter. Her illustrious journey began with her groundbreaking album **Heer from Denmark** in 2006, marking her as the first Western woman to delve into the Punjabi music scene. This venture not only showcased her exceptional talent but also her deep respect and love for Punjabi culture, earning her the title of Ambassador for Punjabi music, language, and culture.

With a career that spans across continents and cultures, Anita's discography includes the celebrated Punjabi album **Sadke Punjab Ton**, which captivated over 10 million music lovers on YouTube. Her collaborations include **Aao Ji** and **Maahiya**. Her entry into the Billboard New Age Music Chart with **Bhajans** as a Hot Shot Debut at #6, and her subsequent rise to #5 on the same chart, underscore her versatility and global appeal. **Bhajans**, a collection of eight Hindu devotional songs, along with her Sikh sacred music **Simran** and **Mil Mere Pritma Jiyo**, showcases her ability to blend spirituality with music, touching hearts worldwide.

Anita's solo album **Love Is My Religion**, written and composed by herself, is a testament to her belief in the power of love and unity across all divides. Produced with GRAMMY® Award-winning Jim "Kimo" West, this album echoes her message of peace and togetherness. Her role in representing Denmark in a global tribute to Mahatma Gandhi with **Vaishnav Jan to**, sung in Gujarati, amplifies her status as a cultural ambassador, merging music with historical reverence. Indian Prime Minister Narendra Modi launched the video as a part of the 150 years birthday celebration of Mahatma Gandhi.

In 2019, Anita debuted as a Radio Host on Rukus Avenue Radio, the world's largest South Asian Radio Station. She had a weekly show that featured Devotional music and later Contemporary music and Interviews with artists from the World music scene for two years.

Her accolades include three Global Music Awards for 'Outstanding Achievement as Female Vocalist' and nominations for 'Best World Artist of the Year' by The Josie Music Awards 2023 and 'Best International Artist' by the UK Bhangra Awards 2023, highlighting her international acclaim and influence. One of the highlights of her career was to perform in Gotham Hall on Broadway during the New York Fashion Week with her own original Punjabi songs. Anita's linguistic prowess, with performances in 16 different languages across various music genres, underscores her versatility and commitment to cultural exchange.

Anita started singing in the school choir at the age of 7, and her talent was further developed in the Danish National Girls' Choir. She studied classical singing from age 15 onwards and later trained at Mountview Academy of Theatre Arts in London, where she graduated in 2001. She was headhunted to record a duet for the popular National Danish TV-broadcasted singing competition 'Dansk Melodi Grand Prix' (Danish Eurovision). That compilation album won a Gold and a Platinum Record. In these early years, her singing career was focused on especially musical theatre on stages in the UK and Denmark, and in 2005 she released her debut solo album *I Love A Piano*, a collection of some of her favorite musical theatre and pop songs and one of her own compositions.

That same year a trekking vacation to India introduced her to a whole new world of music. She was offered a record contract and decided to stay back. Punjab became her second home for nearly a decade before she moved to the US. Over the years, Anita has continuously traveled the world, performing, and promoting Indian languages, culture, and music. Her deep passion is to spread happiness and love, uniting all people across borders, cultures and religions and bringing East and West closer together through her singing. She has been changing the lives of many for the better and empowering people of all ages, especially women and children, to be the very best they can be through her music and philanthropic work. As an Ambassador for Christel House International, she is but one powerful voice of many in an awareness campaign to provide high-quality education, nutrition, health care, and career development to impoverished children in India and around the world. She was also honored by the Punjabi University, Patiala, for her dedication and promotion of the Punjabi language and culture. Moreover, she won the 'Special Contribution Award' at the UK Bhangra Awards 2019. Anita is a Voting Member of The Recording Academy, Chicago Chapter. By virtue of being a unique and versatile artist who sings Punjabi culturally-inspired music, Anita is now settled in Indiana as an American citizen.

After a solid international singing career and having lived more than 20 years abroad, Anita has now returned to her Danish roots with her 6<sup>th</sup> studio album *Songs from the Kingdom of Denmark*. The internationally recognized album with 'Award of Excellence, Female Vocalist' by Global Music Awards, stands as a heartfelt homage to the wealth of her Danish heritage, further enriching her diverse musical legacy.

Anita's work transcends entertainment; it's a mission to unite people across borders, cultures, and religions, making the world a more harmonious place. As a Cultural Ambassador for Women Globally and an Ambassador of Peace, her music and philanthropy continue to inspire and empower, making her a true luminary in the world of music.

Per Denmark's Ambassador to India, Freddy Svane: "*Culture is one of the major bridge builders between countries, people, and human beings. Anita Lerche is a distinguished representative of the courage that makes the world smaller and the distances shorter. Music and dance are also languages that are understood by all. With Anita Lerche, Denmark and India seem to rock in perfect harmony. This, we all need.*"

A documentary dedicated to Anita Lerche - *Kashish Punjab Di* made by Agiopal Singh Randhawa, Senior Producer, Doordarshan Kendra, Jalandhar, has been widely acclaimed for having traced the evolution of Anita as a Punjabi singer. The channel felicitated her for her contribution to Punjabi culture and music during the Lohri celebration, wherein Anita gave a mesmerizing live performance.

Moreover, a Danish Documentary called *Fra Herlev til Bollywood* (From Herlev to Bollywood), produced by a National Television Channel - DR2 in Denmark proved to be a hit. It stirringly opened many Scandinavian people's eyes to the beauty of India. This documentary traces Anita's journey from her hometown Herlev (Denmark) to the field of singing in India and her dreams about Bollywood.

The Times of India, 22<sup>nd</sup> November 2006, "*Anita has also rendered traditional Heer in the album and succeeded in imbuing the depth, pain, and passion of the rich composition. In fact, going by her style and pronunciation, one would get the impression that she is a Punjabi only to discover that she is white.*"

Indian Express, 25<sup>th</sup> October 2010, "*Lerche sang in what is referred to as "Theth Punjabi" which basically means the accent is perfect and native.... Lerche scores because she is totally uninhibited with terrific energy, and a delight to watch, performing the gidda. For a gori with the right lachaks, singing our tunes, the sky's the limit.*"



## Awards & Honors

- GOLD MEDAL - AWARD OF EXCELLENCE (as Female Vocalist, "Songs from the Kingdom of Denmark", Global Music Award), 2024
- BEST INTERNATIONAL ARTIST (nomination, UK Bhangra Awards), 2023
- BEST MUSIC VIDEO ("Mil Mere Pritma Jiyo", Clouzine International Music Awards), 2023
- BEST WORLD ARTIST OF THE YEAR (nomination, "Mil Mere Pritma Jiyo", Josie Music Awards), 2023
- OUTSTANDING ACHIEVEMENT (as Female Vocalist, "Mil Mere Pritma Jiyo", Global Music Awards), 2023
- BEST INTERNATIONAL ARTIST (nomination, UK Bhangra Awards), 2022
- OUTSTANDING ACHIEVEMENT (as Female Vocalist, "Simran", Global Music Awards), 2022
- BEST INTERNATIONAL ARTIST (nomination, UK Bhangra Awards), 2021
- OUTSTANDING ACHIEVEMENT (as Female Vocalist, "Love Is My Religion", Global Music Awards), 2020
- BEST INTERNATIONAL ARTIST (nomination, UK Bhangra Awards), 2020
- SPECIAL CONTRIBUTION AWARD (UK Bhangra Awards), 2019
- "ACTION CHILD AID AMBASSADOR" (honored by Aktion Børnehjælp), 2018
- BEST INTERNATIONAL ARTIST (UK Bhangra Awards), 2017
- HONOR AWARD (Khalsa Library Society (Surrey, Canada)), 2017
- Sukhi Bath Foundation (honored), 2017
- APPRECIATION AWARD (Punjabi Cultural Society of Chicago), 2017
- "CHRISTEL HOUSE AMBASSADOR" (honored by Christel DeHaan and Christel House International), 2016
- BEST WORLD/GLOBAL FUSION ALBUM (nominated for "Bhajans", One World Music Awards), 2016
- Greater Indianapolis Telegu Association (honored), 2016
- Punjabi Cultural & Welfare Association (PCWA), Navi Mumbai, honored for service to humanity and Punjabis worldwide, 2014
- Indy Legends Cricket Club (honored), 2014
- CONSPICUOUS SINGER (Global Punjabi Society), 2013
- WORLD TRACK OF THE YEAR (nominated for "Sadke Punjab Ton", Danish Music Awards World), 2013
- Honored by National TV Channel DD Punjabi (India), 2013
- ROOH-E-PUNJAB AWARD (The Soul of Punjab), (International Cultural Society (Redg.) Shamchurasi), 2013
- AMBASSADOR FOR PEACE (Universal Peace Federation & Interreligious and International Federation for World Peace), 2012
- INTERNATIONAL AMBASSADOR FOR MULTICULTURALISM (honored by Indian Australian Dancing Star), 2012
- CULTURAL AMBASSADOR FOR WOMEN GLOBALLY (honored by Global Women's Network, Sydney), 2012
- APPRECIATION AWARD (NamCanada (Mississauga), Pakistan Independence Day), 2012
- Honored by Chief Minister of Punjab, during the State Level Shiromani Sahit Award Ceremony, organized by Punjab Language Department at Punjab Bhaven Chandigarh, 2012
- POPULAR MULTILINGUIST SINGER AWARD (Prof. Mohan Singh Foundation, Nabha), 2012
- ROTARY STAR AWARD (Rotary Club Jalandhar West), 2012
- CULTURAL REPRESENTATIVE (honored by Punjab Kesari Group), 2012
- CULTURAL AMBASSADOR BETWEEN INDIA & DENMARK (honored by Indian Ambassador of Denmark, Mr. Ashok Kumar Attri) 2011
- PRIDE OF THE INDIANS AWARD (Indian Cultural Society Denmark), 2010
- WORLD TRACK OF THE YEAR ("Maahiya", Danish Music Awards World), 2009
- BEST NRI FEMALE DEBUT (Limca Punjabi Music Awards – Music Channel MH1), 2007
- SITA MATA AWARD (for singing Hindi Bhajans, New Dharmik Utsav Sabha (Jalandhar)), 2007
- PUNJABI UNIVERSITY, Patiala, honored for her grand work for Punjabi Language and Culture, 2006
- GOLD RECORD (25,000 CDs sold), Danish Eurovision song contest (compilation CD including the duet song "Mit hjerte det banker", sung by Anita Lerche and Simon Munk, 2001
- PLATINUM RECORD (50,000 CDs sold), Danish Eurovision song contest (compilation CD including the duet song "Mit hjerte det banker", sung by Anita Lerche and Simon Munk, 2001

## Discography

- **Songs from the Kingdom of Denmark** (album), 2024
- **Mil Mere Pritma Jiyo** (single), 2023
- **Simran** (single), 2022
- **Love Is My Religion** (album), 2020
- **Love Is My Religion** (single), 2020
- **Vaishnav Jan To** (single and collaboration video), 2018
- **Vem Kan Segla** (on compilation "Music To Inspire – Artist United against human trafficking"), 2017
- **Bhajans** (album, Smooth Fusion Records), 2016
- **Sadke Punjab Ton** (album, Smooth Fusion Records), 2014
- **Vem Kan Segla** (on compilation "Ballroom Stars 5"), 2014
- **Sadke Punjab Ton, Sammi, Merea Ranjha** (singles, Smooth Fusion Records), 2013
- **Soniye & Mahia Ve** – featuring Anita Lerche & others (The Bollywood Trip, Republique), 2011
- **Aao Ji** – featuring Anita Lerche & others (single, King G. Records), 2010
- **Maahiya** – featuring Cheshire Cat (single, Smooth Fusion Records), 2009
- **Heer From Denmark** (album, Goyal Music), 2006
- **I Love a Piano** (album, Smooth Fusion Records), 2005
- **My Heart Is Beating** ("Mit Hjerte Det Banker," Danish Eurovision Song Contest, CMC) 2001

## Education & Training

- Mountview Academy of Theatre Arts, London, BA (Hons) in Performing Arts, Musical Theatre Option, 1998-2001
- Classical Singing Training: Darlene Koldenhoven (2015-17), Dorte Elsebet (2002-09), Patricia Sabin (1999-01), Lynda Richardson (1998-99), Nina Pauline Sæther (1995-98), Tamara Mojsiejew (1990-95), Ian Adam, Linda Sharrock, Sylvia Geszty, Cathrine Sadolin
- Teaching degree (music & rhythms, Instituttet for Rytmik), 1993-1996

## Links

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