

Suzette Amaya:

Suzette Amaya is a dynamic Indigenous media personality, entertainment entrepreneur, and motivational speaker of Kwakwaka'wakw, Cree, Nisga'a, and Coast Salish descent. Raised in East Vancouver and from the GwaSala-Nakwaxda'xw Nation, she is the Owner of SAMAYA Entertainment and the award-winning host of ThinkNDN on CFRO 100.5 FM, a radio show that spotlights Indigenous music of diverse genres and community dialogue. Her work also extends to artist management, publicity, and media production, festival curator and event management. Suzette is also a respected industry voice, serving as a judge on numerous music panels and awards across Canada, where she advocates for Indigenous artists and emerging talent.

Recognized nationally as a former National Aboriginal Role Model, Suzette has toured across Canada delivering Wellness workshops, Keynotes and being a panelist for Business speaking on the Indigenous Entertainment Industry, Self-esteem, and Reconciliation. She gained further public attention as a contestant on Big Brother Canada Season 1, making history as the show's first Indigenous woman, first plus-size mother, and its inaugural Head of Household. In 2025 she was the Indigenous Lead for the JUNO Vancouver Host Committee and continues to champion Indigenous representation in the Entertainment Industry while inspiring and mentoring emerging voices in the arts. Website: www.suzetteamaya.com Socials @suzetteamaya