

ALICIA KEYS: NEW YORK CITY'S SUPERWOMAN



New York (June 2010): From her powerful music to her growing acting career to her non-profit work, Alicia Keys is New York’s homegrown superwoman through and through.

Born in New York on Jan. 25, 1981, Keys grew up near the glow of Broadway’s lights in Hell’s Kitchen. She began taking music and dance lessons at age 7, and was soon playing Beethoven, Mozart and Chopin on the piano. It wasn’t long before she was releasing her first album at age 20, *Songs in A Minor*.

Now — 4 albums, a dozen Grammy awards and several successful film roles later — Keys is really living up to the title of her anthem to strong women everywhere, “Superwoman.” She credits much of her drive to learning from her Mother’s example, saying “I saw her struggle ... it helped show me what a strong woman my mother was and made me want to be strong like her.”

Her newest venture, I am a superwoman (iaas.com), scheduled to launch in July, is designed to be an online community, where “super women” can interact with each other about what they’re thinking, doing, feeling, working on, eating, buying and wearing. The site is the first major undertaking for AK worldwide, inc., the company Keys started for projects outside of her music career. Other events on Keys’ horizon include a free concert at Rumsey Playfield in Central Park (Jun. 25), part of ABC-TV’s *Good Morning America* summer concert series and the annual Black Ball, a star-studded gala to promote HIV/AIDs awareness and benefit the nonprofit Keep a Child Alive (Oct. 7, at the Hammerstein Ballroom).

For more from “Keys to The City” by Bob Cannon visit innewyork.com or pick up a complimentary copy of *IN New York* beginning June 1, at concierge desks of the city’s finest hotels and residential buildings.

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