

ISSUE A

FEBRUARY 2025

# CHRD

---

**27ALONE:**  
A NEW VOICE  
FROM TEXAS

CHAMPIONS SPOTLIGHT:  
**PHILADELPHIA  
EAGLES**

**JOYJAM IS COMING**

WILL THE NEXT GENERATION OF SOCIAL  
MEDIA WILL BE CONTENT SPECIFIC APPS?





Artist: Jadeee



Photo by: @\_\_gotdamnsam

# TABLE OF CONTENTS

## *Meet Tara Shay Jae*

03 Learn about this blossoming multi-talented queen.

## *The Game Off of The Field*

04 Scoring Big Off the Field

## *Champions Spotlight*

05 Philadelphia Eagles

## *Cover Story*

06 27Alone

## *CHRD Corner*

09 JoyJam is Coming

# *Plugged In Profile*

## Meet Tara Shay Jae

### More Than Just a Pretty Face

Tara Shay Jae is a triple threat – and then some. This rising star is making her mark as a model, actress, and podcast host, proving that she's a force to be reckoned with in the entertainment industry. Currently, she's the face of The Connected Podcast by The Chrd Magazine, bringing her charisma and insightful perspective to listeners everywhere.

But Tara's talents don't stop there. With a number of exciting modeling opportunities on the horizon, she's poised to become a familiar face in the fashion world. Her striking features and captivating presence make her a natural in front of the camera, and she's eager to explore the diverse landscape of the modeling industry.



Beyond the runway and the recording studio, Tara is also making strides in the world of film. She has several independent film projects in the works, ready to showcase her acting chops and bring compelling characters to life.

This versatility speaks to her dedication to her craft and her desire to explore the full spectrum of her artistic abilities. Tara Shay Jae is more than just a pretty face; she's a driven and multi-talented artist with a bright future ahead of her. Keep an eye out for this rising star – she's just getting started.

[Find Jae on The Connected Podcast](#)

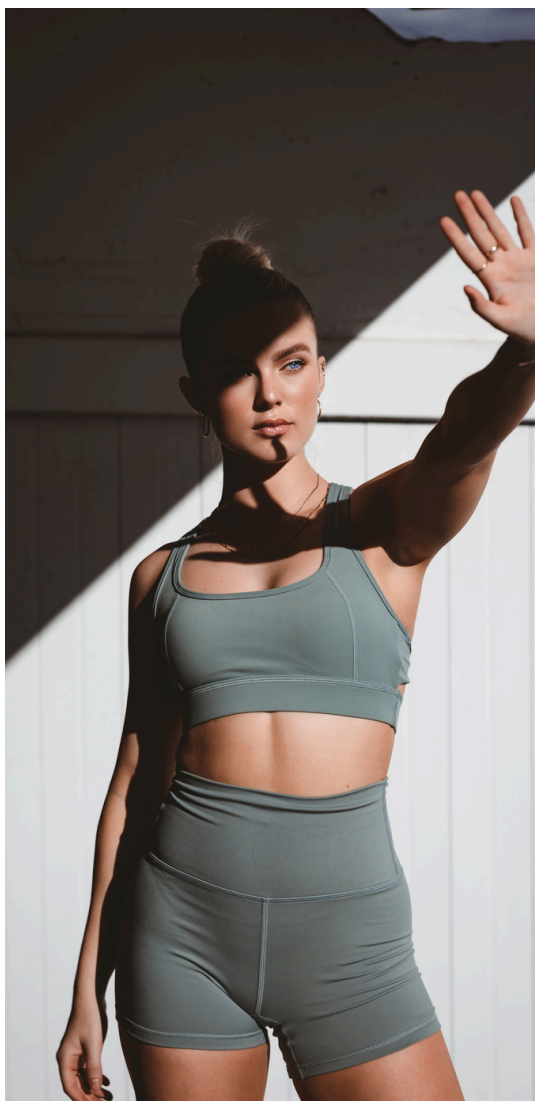


## The Game Off The Field:

### Scoring Big Off the Field with Fashion and Music Collaborations

The modern athlete is no longer confined to the playing field. They're becoming cultural icons, seamlessly blending their athletic prowess with ventures in fashion and music, creating a powerful fusion that resonates with fans worldwide.

This trend of "athlete-influencers" is reshaping both the sports and entertainment industries, proving that talent knows no boundaries.



---

**"ATHLETES ARE NO LONGER JUST ENDORSING PRODUCTS; THEY'RE ACTIVELY SHAPING TRENDS."**

---

**Fashion Forward: From Endorsements to Signature Lines**  
The lines between sports and fashion have blurred significantly.

Athletes are no longer just endorsing products; they're actively shaping trends. Signature clothing lines and exclusive collaborations are becoming the norm, allowing athletes to express their personal style and connect with fans on a deeper level.

Consider the ongoing partnership between NBA superstar LeBron James and Nike. His signature shoe line is a cultural phenomenon, evolving with each iteration and reflecting both his personal style and the latest trends. Similarly, athletes like Serena Williams have launched their own fashion brands, leveraging their influence to create clothing lines that embody their values and resonate with their fan base.

These collaborations aren't just about slapping a name on a product; they're about creating authentic connections and building lasting brands.





# PHILADELPHIA EAGLES

By Eve Marie

Photographs: Press



The confetti rained down on the Caesars Dome, a sea of midnight green erupting in joyous pandemonium. Super Bowl LIX was over, and the Philadelphia Eagles, against all odds, were champions once again. But this victory wasn't just another Super Bowl win; it was a story of redemption, resilience, and the culmination of a journey paved with obstacles and fueled by unwavering belief. At the heart of it all was Jalen Hurts, a quarterback whose path to glory was as inspiring as the victory itself.

The narrative leading into the game painted a picture of a high-octane Chiefs offense, led by the prodigious Patrick Mahomes, poised to cement their dynasty with back-to-back championships. The Eagles, while formidable, were seen by many as the underdogs. But something different was brewing in the Eagles' locker room. They weren't just a team; they were a brotherhood, galvanized by a shared purpose and driven by the quiet determination of their leader.



From the first snap, the Eagles' dominance was palpable. Their offensive line, a force of nature, carved gaping holes for Hurts and the running game, controlling the tempo and keeping Mahomes and his explosive offense on the sidelines. Hurts, a master of dual-threat quarterbacking, dissected the Chiefs' defense with precision passes and timely runs, keeping them off balance and guessing. The Chiefs' defense, vaunted throughout the season, looked bewildered, unable to contain the Eagles' relentless attack.

Full article on [www.thechrdmag.com](http://www.thechrdmag.com)



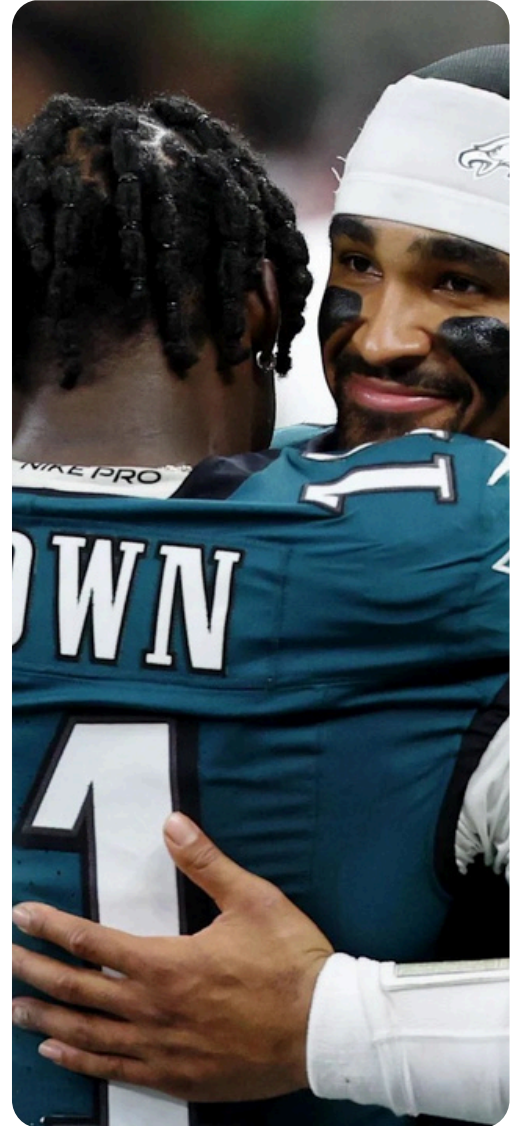
# PHILADELPHIA EAGLES

On the other side of the ball, the Eagles' defense, a symphony of aggression and discipline, harassed Mahomes relentlessly. Their defensive line, a collection of Pro Bowlers, collapsed the pocket, forcing Mahomes into hurried throws and disrupting the Chiefs' rhythm. They limited the explosive plays that had become Kansas City's trademark, frustrating Mahomes and the Chiefs' usually potent offense. The Eagles' defensive strategy was a masterclass in preparation and execution, shutting down the Chiefs' passing game and neutralizing their most dangerous weapons.

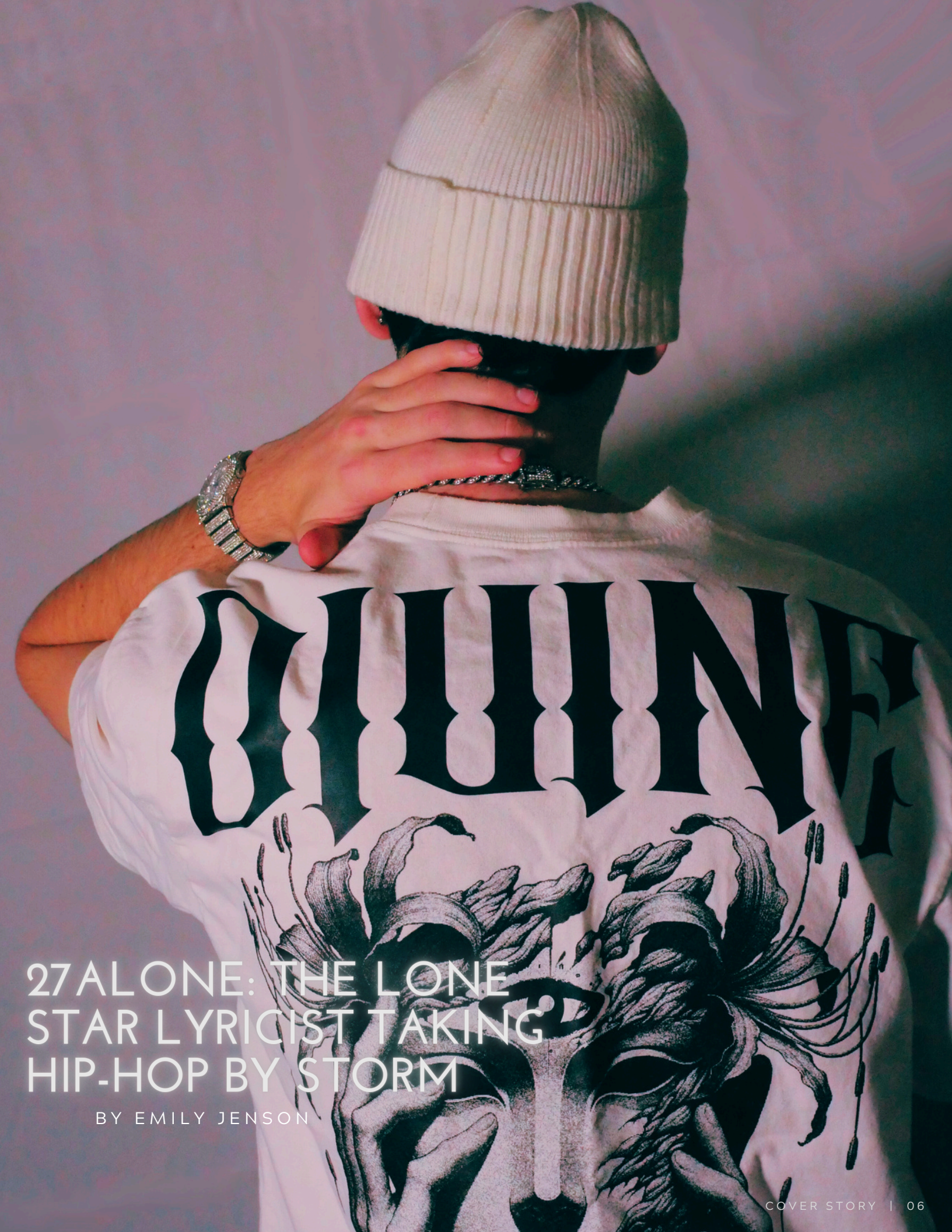
This victory was more than just a game; it was a testament to Jalen Hurts' unwavering spirit. His journey had been anything but easy. From being benched in college to facing doubters at every turn, Hurts had consistently defied expectations. He had used every setback as fuel, transforming adversity into motivation. He had honed his skills, refined his leadership, and developed an unshakeable belief in himself and his team.

For kids growing up in the inner city, facing challenges and dreaming of a better future, Hurts' story is a beacon of hope. He represents the power of perseverance, the importance of hard work, and the unwavering belief that dreams, no matter how audacious, can be achieved. He showed them that obstacles are not roadblocks, but stepping stones on the path to success.

The shockwaves of the Eagles' victory reverberated across the NFL landscape. The Chiefs' hopes of a dynasty were dashed, their aura of invincibility shattered. The Eagles' triumph was a stark reminder that in the NFL, anything is possible. It was a victory for grit, for resilience, and for the unwavering belief in oneself. And for Jalen Hurts, it was the ultimate vindication, a testament to his journey from doubter to champion, a story that will inspire generations to come. The confetti fell, the cheers echoed, and the legend of Jalen Hurts and the Philadelphia Eagles was etched in Super Bowl history.







27 ALONE: THE LONE  
STAR LYRICIST TAKING  
HIP-HOP BY STORM

BY EMILY JENSON



# 27 ALONE

BY EMILY JENSON & EVELYN MARIE



At just 19 years old, 27Alone is proving that age is just a number when it comes to making an impact in hip-hop. Hailing from New Braunfels, Texas, this rising star refuses to conform to trends, instead forging his own lane with razor-sharp lyricism and a sound rooted in authenticity. In an era dominated by mumble rap and melodic "punch-in" flows, 27Alone's refusal to compromise his craft sets him apart, positioning him as one of the most exciting young voices in the game.



Growing up just outside Austin—a city with a rich and diverse music scene—27Alone was immersed in a culture of storytelling and raw self-expression. His music carries that same unfiltered energy, blending Southern grit with introspective depth. His lyrics explore struggle, ambition, and self-discovery, serving as a voice for the misunderstood and overlooked. He's not chasing viral moments; he's chasing greatness.



# 27Alone

27Alone's journey began early. At the tender age of 6, he began making music, nurturing a passion that would define his life. His talent quickly gained recognition, leading to co-signs from industry heavyweights like Famous Dex at the young age of 13. He has since collaborated with notable artists such as Famous Dex and Boosie Badazz, solidifying his position as a rising star in the hip-hop scene.

Not to be outshined during those features, 27Alone is serious about his craft as a writer. He is committed to crafting meaningful, thought-provoking music that resonates deeply with listeners.

**"I want my music to make people feel something real," 27Alone shares. "I don't just want to make songs—I want to tell stories, to paint pictures with my words."**

His lyrics explore themes of struggle, ambition, and self-discovery, capturing the essence of the come-up with a gritty realism. **"A lot of people don't get the struggle I come from, but my music gives them a glimpse into my world,"** he explains. **"I speak for the ones who feel like they don't have a voice."**

One of his favorite parts about being an artist is performing in front of his fans and performing in front of new audiences that might not be used to his music. **"Performing live is where I thrive," he says. "The connection with the crowd, the energy—it's unreal. I can't wait to give people a show they'll never forget."**



Now, with his latest single out and burning up listeners ears, 27Alone is preparing to take his movement global. The record features a percussion-heavy beat that channels Eminem's Slim Shady-era aggression, making for a fiery, bar-for-bar showcase of lyricism. With an unrelenting delivery and sharp, unapologetic wordplay, 27Alone proves that he's ready to claim his spot among hip-hop's elite. Fans of true rap craftsmanship will undoubtedly find this to be a match made in heaven.

And if you're looking to witness the energy live, SXSW 2025 is the place to be. 27Alone will be lighting up multiple stages in Austin, bringing his raw, high-octane performance to a festival known for breaking the next wave of talent. With an old soul's wisdom and a new generation's hunger, 27Alone is more than just an up-and-comer—he's the future.

Feature on [TheChrdMag.com](https://TheChrdMag.com)

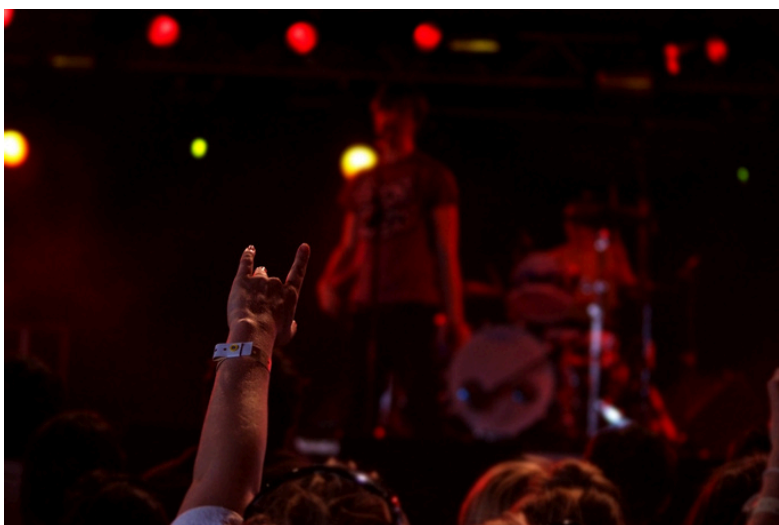
# JOYJAM IS COMING

---

*"Too often, artists are at the mercy of algorithms that limit their reach. JoyJam flips that script, giving them a direct connection to their fans."*



**EVELYN MARIE**  
CONTRIBUTOR



In a digital age dominated by algorithms and fleeting trends, a new platform is emerging to redefine the relationship between music fans and artists. JoyJam is a music-centric social media platform designed to foster genuine connections, offering a refreshing, algorithm-free ecosystem where artists and fans can truly engage.

JoyJam's core mission is to empower artists by providing them with a direct line to their audience. Fans, in turn, gain unprecedented access to the music and creators they love. The platform's intuitive design allows users to filter content by genre, ensuring they're always discovering music that resonates with their tastes. Whether it's exploring new talent, keeping up with trending artists, or diving into a random assortment of musical gems via the "Discover" button, JoyJam caters to every music lover's curiosity.

But JoyJam goes beyond simply streaming music. It's a vibrant community where fans can actively participate in the artist's journey. Features like tipping artists, subscribing for exclusive "Superfan" content, and competing in contests create a dynamic and engaging experience. This interactive approach fosters a sense of belonging and empowers fans to directly support the artists they believe in.

In our opinion, JoyJam's vision is rooted in nostalgia, aiming to recapture the magic of iconic music television shows like TRL and 106 & Park. These platforms played a pivotal role in introducing emerging artists to millions of viewers, laying the foundation for lasting fan relationships. JoyJam seeks to replicate this magic in the digital age, providing a platform where artists can showcase their talent and build genuine connections with their audience.

To further enhance the fan experience, JoyJam will be creating original content and curating shows that highlight the diverse talent on the platform. These initiatives will provide artists with additional opportunities to reach new audiences and showcase their unique artistry.

In a world where algorithms often dictate what we see and hear, JoyJam offers a refreshing alternative. It's a platform built on genuine connection, empowering artists and fostering a vibrant community of music lovers. JoyJam is not just a social media platform; it's a movement, a return to the era of genuine artist-fan interaction.

“We wanted to create a space that puts the artist back in control,” says Jason Howard, Senior Vice President of Business Development at JoyJam and a music industry veteran.



[WWW.FALLONAURIELL.COM](http://WWW.FALLONAURIELL.COM)



A fashion photograph featuring three women of East Asian descent. The woman in the center is the primary focus, wearing a black leather blazer with a deep V-neckline and long, structured sleeves. She has long, straight black hair with bangs and a nose ring. To her left, another woman is partially visible, wearing a black sleeveless top. To her right, a third woman is shown from the waist up, wearing a black leather blazer over a black crop top, with her hair in a bun. The background is a plain, light-colored wall. The overall mood is sophisticated and edgy.

TO FEEL ENERGETIC  
ENERGETIC AND HAPPY

[THECHRD MAG.COM](http://THECHRD MAG.COM)