

A billboard advertisement for the Pass It On campaign. On the left side, there is a portrait of Grace VanderWaal, a young woman with brown hair and bangs, wearing a red floral dress and holding a ukulele. The text 'Grace VanderWaal' is written in white at the bottom left of the billboard. The main text on the billboard reads 'You be you.' in a large, black, sans-serif font. Below this, the word 'CONFIDENCE' is written in white, bold, uppercase letters inside a red rectangular box, followed by the phrase 'is in you.' in a smaller, black, italicized font. At the bottom right of the billboard, the website 'PassItOn.com' is displayed in a bold, black, sans-serif font. The billboard is mounted on a metal structure with several spotlights. The background of the billboard is white, and the overall scene is set against a blue sky with white clouds.

She's Climbing the Charts and Inspiring Fans With Her Message To Be Yourself.

Hailed by Rolling Stone as a "pop prodigy," VanderWaal, 13, unexpectedly skyrocketed to fame after winning the 11th season of NBC's top-rated America's Got Talent and releasing the best-selling EP Perfectly Imperfect and debut album Just the Beginning. The ukulele-wielding performer is on track to become one of Generation Z's brightest stars, writing and singing songs about her own life experiences and prides herself on living a normal life.

Recently named Billboard Women in Music's 2017 Rising star, she is also one of Billboard's 21 Stars Under 21 for the second time and recognized in Variety's Youth Impact Report, VanderWaal also is a YouTube and social media influencer who is on a mission to use her incredible voice to empower young girls. She joined the Pass It On campaign to spread the importance of believing in yourself.

PassItOn.com