You might say Sam Pio leapt onto the stage of life, a diamond of a girl mixing glittery charm with rock solid convictions. After all, she got her start as a baby model.

“I remember when she was 2 years old, how she would run to any stage and begin to sing. And not just sing, but preach!” says Déborah Pio, who has guided her daughter’s career from the beginning. “I saw at once that she had a gift.”

Singing and preaching sum up Sam’s unique calling: to make Jesus famous on every stage she graces. A budding singer-songwriter, her first original single, “Be Joyful, It’s Christmas” is a holiday anthem of hope, something Sam wants to spark in the heart of every listener. It’s the lead track of her new album, Be Joyful, a compilation of memorable Christmas classics. The song fuses youthful innocence with a musical stature that reflects her lofty ambitions. “Joy comes from the security of a strong faith,” says Sam, “and I hope “Be Joyful” brings people closer to the true meaning of Christmas.”

Sam’s faith seemed to spring up as fully formed as Sam herself. “I wasn’t attending any church when Sam was born,” says Déborah. “So imagine my surprise when she burst out at the age of 4, asking to be baptized. “Do you even know what it means to be baptized?” I asked, but she was adamant. Sam’s faith has changed our whole family.”

Gifted, bold, beautiful, and always ready with a memorable line, Sam makes quite the impression - and she’s only 10. But don’t let her youth deceive you: she has already accumulated a prestigious resume, with experience in musical theater, commercials, films, numerous music videos, a debut EP at the age of 6, and a guest appearance with the Goo Goo Dolls on their Amazon Prime special It’s Christmas All Over, singing the hit “Better Days”.

But though she experimented with many musical genres, performing everything from Italian arias to pop power ballads in her first solo concert at the age of 7, it was praise and worship that brought her music to life.

“When I grow up, I’m going to have a huge stage, and tell everyone about Jesus — because the world needs to know Jesus,” she declared early on. That manifesto was no passing emotion: instead, Sam started turning down opportunities in secular music, surprising everyone. “She has a strong sense of right and wrong,” says Déborah, “and a wisdom beyond her years.” Honed in the highly competitive world of LA entertainment, that shift to Christian music radically changed Sam’s vision for her future. Instead of pursuing clicks and sensational covers, she became a singer-songwriter, composing originals that spoke her heart.

“I want to bring joy, to be the light in a dark world,” says Sam. “Being a celebrity is my worst nightmare. I want to be a missionary. There are so many people who don’t know Jesus. But I’m going to change that.”