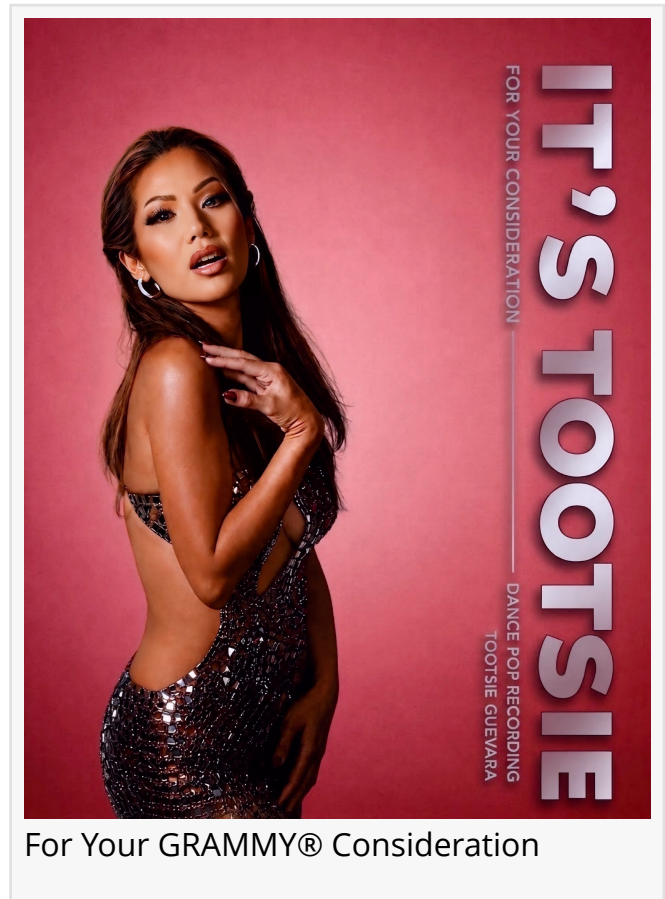


Tootsie Guevara's 'It's Tootsie' Hits U.S. Top 40 Radio as 2027 Grammy Campaign Gets Underway

HOLLYWOOD , CA, UNITED STATES, September 9, 2026 /EINPresswire.com/ -- The OPM (Original Pilipino Music) star's Klubjumpers remix is gaining traction from California to the East Coast, while her latest release enters the Grammy conversation.
By MJ Racadio

[Tootsie Guevara](#) is taking "It's Tootsie" beyond the Filipino music audience and onto U.S. Top 40 radio, with the Klubjumpers remix picking up airplay in markets spanning California, Missouri, New Jersey and now Detroit. The growing radio footprint arrives as Guevara also enters the conversation as a 2027 [Grammy contender](#), giving the veteran OPM artist a new chapter in her U.S. career. The track is currently being heard on Rhythm 105.9 FM in the Sacramento/Yuba City, Calif., market; JAMZ 103.3 in Kansas City, Mo.; and The Shore in Atlantic City, N.J., with Wild FM in Detroit joining the playlist.



For Guevara, hearing her music on mainstream American radio represents a career milestone she has long envisioned.

"I was absolutely ecstatic!" she says. "This is one of those career-defining moments artists dream about. I've always wanted my music to be woven into the soundtrack through mainstream U.S. radio, and seeing that vision become reality."

A Radio Story That Keeps Expanding

The U.S. radio campaign for "It's Tootsie" is notable for its geographic spread. Rather than being concentrated in a single market, the song is reaching listeners across the West Coast, Midwest and East Coast.

In Kansas City, JAMZ 103.3 has placed "It's Tootsie" in heavy rotation alongside recordings by

major international pop acts, including Bruno Mars, Olivia Rodrigo, Taylor Swift, Ariana Grande, Sabrina Carpenter, KATSEYE, Justin Bieber, Zara Larsson, BTS and Benson Boone.

That placement gives Guevara an opportunity to introduce her sound to listeners who may know little about her OPM background.

The Klubjumpers remix brings a dance-oriented update to the song, helping position “It’s Tootsie” within the contemporary Top 40 radio landscape while retaining Guevara’s identity as a Filipino recording artist.

The addition of Wild FM in Detroit further extends the song’s U.S. radio reach.

For an independent artist, that kind of multi-market exposure can be an important piece of building an audience in the U.S. — particularly for an artist crossing from an established international music community into the broader American radio market.

From Top 40 Airplay to the Grammy Ballot

Guevara’s radio momentum comes at the same time that she is pursuing another major career milestone.

“It’s Tootsie” is being submitted through the Grammy Awards’ official online submission process for consideration for the 2027 Grammy Awards.

For Guevara, simply having the opportunity to be considered is meaningful.

“Being a Grammy contender is such an incredible honor,” she says. “a dream come true.”

“To even be part of the conversation means more to me than I can put into words,” she continues. “I’m so grateful for everyone who’s believed in me, supported my music, and been part of this journey.”

An OPM (Original Pilipino Music) Artist Looking Toward a Bigger U.S. Audience

Guevara’s current campaign reflects the changing path of Filipino artists seeking audiences beyond the traditional OPM market.

For decades, Filipino performers have built substantial fan bases at home and within Filipino communities around the world. U.S. Top 40 radio, however, represents a different kind of gateway — one that can place an artist directly alongside the biggest names in contemporary pop.

“It’s Tootsie” is now beginning to make that transition.

The radio campaign and Grammy submission are separate parts of a larger push: one focused on reaching listeners through broadcast airplay, the other on bringing the recording before members of the Recording Academy.

Whether the song ultimately advances to the Grammy nomination stage will be determined through the Academy’s voting process. But the trajectory already marks a significant moment for Guevara.

From OPM icon to U.S. Top 40 radio artist and now a 2027 Grammy contender, “It’s Tootsie” is giving Tootsie Guevara one of the biggest American chapters of her recording career yet.

About Tootsie Guevara

Tootsie Guevara is a multi-platinum Filipino pop and Original Pilipino Music (OPM) singer, actress, and television host who ruled the Philippine airwaves in the late 1990s and early 2000s. Dubbed the OPM Icon, she is best known for her timeless, nostalgia-inducing hits like "Kaba," "Mahal Ka Sa Akin," and "Pasulyap-Sulyap".

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