



To: Cata Balzano <cbalzano@miamiherald.com>

From: Felicia Quaning <felicia@djirie.com>

Date: May 14, 2018

Subject: Meet Nelly and Become an Irie Foundation Battle of the DJs Participant for the Day

Dear Ms. Balzano,

This is Felicia from Irie Foundation, the only 501 (c)(3) not-for-profit organization offering underserved, at-risk youth in Miami-Dade County full access to state-of-the-art music and technology resources.

Since your last story about the Foundation raising \$90,000 during Irie Weekend on July 7, 2016, we have been hard at work planning fun, creative ways for Irie Foundation participants to get more involved in Irie Weekend and the community.

Irie Foundation's Battle of the DJs, Miami's biggest DJ competition of the year allowing Foundation participants to compete for the chance to perform live at Irie Weekend, does just that—and we want you to join Cornell Haynes Jr. (aka Nelly) at the Academy to get an exclusive glimpse of it all.

On Monday, May 14, 2018, we want you to join world-renowned singer, songwriter and entrepreneur, Nelly, at Irie Rhythms Academy (550 NW 42nd Ave., Fourth Floor) at 2 p.m. You'll get to help Nelly teach these children how to incorporate DJ techniques into their own performances and sit down with the artist himself, as well as Irie Foundation participants, to get an exclusive glimpse of the impact Nelly has made on the students. From there, we invite you to attend Battle of the DJs at Irie Rhythms Academy at 8 p.m. on Friday, June 1, 2018 to see how these participants put the skills Nelly taught them to the test on stage.

During Battle of the DJs you get to watch the entire competition backstage with Irie Foundation participants, allowing you to talk to them about their nerves and excitement before and after they perform. Battle of the DJs ends with a live performance by Nelly, and we want you to tell all our Irie Foundation participants backstage that they get to accompany their DJ mentor and dance during one of his songs, capturing the excitement in these participants' eyes and giving you the full Battle of the DJs experience from Irie Foundation participants' perspectives.

Expect my call Thursday to discuss the details and answer any additional questions you may have. In the meantime, please feel free to reach out to me via email or phone.

Sincerely,
Felicia Quaning

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