



BATTLE OF THE DJS TAKES THE TERM “COMPETITION” TO THE NEXT LEVEL

On June 1, 2018, Irie Foundation held a competition, but not just your average rivalry where people watch as one person beats out another person at something. This competition was special. Why you may ask? Because it united underserved youth and at-risk children with members of the community, famous celebrities and noteworthy media, all under one roof for the common cause of DJ'ing.

Irie Foundation participants had been practicing since May 1, 2018, assuring that their DJ-themed performances were perfected for the big day. These performances ranged from actively DJ'ing on stage, dancing to DJ beats, singing to mix-tapes, breakdancing to different tunes and more. Every Irie Foundation participant utilized their own skills, along with those taught at Irie Rhythms Academy, to create a performance that allowed them to shine with confidence on stage.

Leading up to the event, world-renowned singer, songwriter and entrepreneur, Nelly, even came to Irie Foundation to help students with these performances. Nelly reiterated the importance of having fun with the DJ competition and not letting the concept of winning detract from the overall experience. With Nelly's visit, Irie Foundation participants became even more excited, working with him to learn special tricks that they could incorporate into their skillsets.

When the big day finally approached, students sat behind the curtains feeling an array of emotions: nervousness, excitement, fear, exhilaration. Every Irie Foundation participant had worked so hard for the past month, and all that hard work was finally being put to the test. As students peered out at the crowd from behind the curtains, their eyes immediately sparkled. To their surprise, the room was completely filled. Every seat in the audience was taken and those that couldn't find seats migrated to the standing areas. Family, friends, members of the community, everyone had come out to watch these Irie Foundation participants perform their hearts out; and it was this amount of support that really set the stage and the tone for the night.

After every child's performance, the crowd went wild. Applause, cheering, hollering, the community was beyond themselves. The panel of celebrity judges that rated each child's performance had nothing but positive things to say about each performance, building upon the confidence of Irie Foundation participants and growing their self-esteem.

Ultimately, it was the unified audience, full of diverse people from every demographic and psychographic, coming together for the common cause of the kids that sparked the night and made it one to never forget. What was this competition? Battle of the DJs, and it proved to be an undeniable success.