

Birdie Promotions Magazine

"PROMOTION WITH A DIFFERENCE"

ISSUE MARCH 2015

DEXTA DAPS

"MR. 7 ELEVEN"

Fire Oniel
"Mr. Argument"

Cubanis
Jazzy Studios
Zulan O'Brien
Nova Rae Artistry



ARTIST ADVERTISING AVAILABLE SEE INFO INSIDE



CONTENT



14

05 SHOP ARZO FASHION TRUCK
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16 DEXTA DAPS "MR. 7 ELEVEN"
Hit single 7 Eleven goes global



19

09

ARTISTS ADVERTISE
Showcase your talent globally

24

CUBANIS
Artiste | Songwriter | Composer



27

32

THE ARTISTE ELEGANT
Elegant releases new LP "Call Me Elegant"



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NOVA-RAE ARTISTRY

Shanova Banks, known as Nova-Rae in the industry, is the owner of Nova-Rae Artistry. Nova-Rae Artistry is a company based in Washington, DC, formerly known as Elektrik Enhancements, which provides makeup application services for consultations/lessons, educational workshops, model head shots, weddings, proms, photo shoots, fashion shows and the like.

Nova-Rae has been a freelance makeup artist since 1999 and earned her certification in May of 2010 from the award winning Bennett Career Institute located in Washington, DC. Bennett Career Institute is known for celebrity makeup artists workshops and symposiums. Nova-Rae had the privilege to study and learn through classes and workshops featuring celebrity makeup artists instructors, Danessa Myricks, Valente Frazier, Merrell Holliss, AJ Crimson, Renny Vasquez, Tatiana Ward ("BeatFaceHoney") and DeShawn Hatcher to name a few. These workshops have afforded Nova-Rae the opportunity to meet and network with some of the most tale-



ented make-up artists in the industry.

Nova-Rae offers services for makeover parties, girls night in, birthday parties, princess parties and/or add-on services for a scheduled event.

Nova-Rae believes that makeup shouldn't be a chore. Makeup is an enhancement of your natural beauty and no matter the look - it should always be flawless and timeless.

Nova-Rae is a working mother of two, so she knows what it takes to provide a flawless look in just minutes. The everyday woman is on the go and has many stresses these days, so makeup application shouldn't be one of them.

Nova-Rae prides herself in being able to enhance one's natural beauty from monochrome looks to color blocking. Makeup is an accessory and an expression of self.

Nova-Rae's mission is to educate all women on skincare and proper makeup application to create a flawless look. Nova-Rae concentrates on networking and affiliating her techni-

cal skills and vast knowledge with industry professionals to produce editorial, commercial, high-fashion /runway, theater and portrait looks.

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Music has always been a passion for Rebelradiolink disc jock Dj Jacko. His dedication for the art lead him to pursue a deeper side of the industry and work on his first major production creating the Primetime Boss Riddim. This riddim is a compilation of not only well-known artists but rising and upcoming talent that is sure to be pleasing to the ear. Dj Jacko's motto is to "Mek Star Shine" and they definitely are shining on this project. Stay tuned for the Primetime Boss Riddim coming to a location near you.



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PAGE



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DEXTA DAPS' HIT SINGLE 7 ELEVEN GOES GLOBAL

DASECA RECORDING ARTISTE DEXTA DAPS IS KNOWN TO THE WORLD NOW AS "THE JAMAICAN TREY SONGZ"
AKA "MR. 7 ELEVEN" AND TAKING THE BUSINESS TO ANOTHER LEVEL WITH HIS CLASSIC HIT SINGLES.

In this day and age of music influences, Contemporary Reggae-Dancehall Music has become a commodity that has crossed over to Rhythm and Blues, Hip-Hop/R&B, all the way to the Pop world. With this success reaching the masses of the world, Daseca would like to introduce the future of Contemporary Reggae-Dancehall Music that will catapult to be that next big thing in the Reggae-Dancehall mainstream arena. Dexta Daps, Born Louis Anthony Grandison Jr, grew up in the mean streets of Seaview Gardens in Kingston, Jamaica, which were the stomping grounds for such Reggae-Dancehall legends such as Shabba Ranks, Bounty Killer and Elephant Man.

Growing up in the poverty stricken streets; he learned to take out his frustration the best way he knew how, through music. "I would hear the melody of the kids crying and feel the sadness in their voices". "All I needed to do was put my feelings in words and melody." Dexta Daps said. With his versatility, unique voice and creative style, he intends to keep Reggae-Dancehall entertaining and leave a stigma as one of the best artists to ever enter the business. With his debut singles, "Morning Love" & "Pretty Nicky", he has proven that he can shake the music industry up from Jamaica to the rest of the world with his sweet melodies.

Dexta Daps has made a movement of young and old packing the parties to hear him perform. He also demonstrates that he has the dancehall abilities with his underground singles, "Dapa Don" & "This A The Best". Working alongside the management team of Daseca and the amazing production of Troyton Music, he has recorded an unbelievable single called "7 Eleven" on the Intoxicated Riddim that is now a #1 hit across the globe. Additionally, he has a sultry collaboration with recording artiste Tifa entitled "Jealous Ova" that has also obtained a huge fan base. With the inspiration of longevity, Dexta Daps definitely means business and is here to stay! Look out for more from this musical genius. For all bookings contact Daseca at 876-875-2550.



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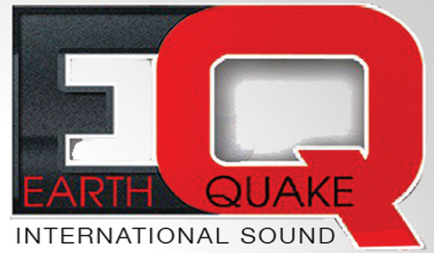
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 **fire oniel**

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and ready to “press gas” for all occasions.

Fire Oniel, a native of Kingston, Jamaica, is a well-seasoned deejay with over 21 years of experience. He was originally influenced to play music in 1992 by a good friend from UK Disco from Cockburn Pen. Oniel is best known for his “Mr. Argument” dancehall style of getting the ladies in a frenzy during his segment. His most popular work was deejaying in Jamaica on Stereo Passion Sound alongside Bezrock during the Passion Sundays era in Half Way Tree. Being the savvy individual that he is, Oniel continued to elevate his career by working apace with International artists like Bounty Killer, Beenie Man, Mavado, Vybz Kartel and Damian Marley just to name a few.

Oniel's expertise in deejaying landed him a role in many dancehall events

such as Fancy Thursdays, Look Out Tuesdays for Junior Reid, British Linkup in Jamaica and New Jersey Linkup. His passion for the art of music did not go unnoticed. He obtained a sound of the year award consecutively in 2001 and 2002 in England. Oniel is no novice to dancehall. He has collaborated with foundation sounds like Stonelove & Kilimanjaro with Jeremy Lee. Firelinks, Tony Matterhorn, Foota Hype and Boom Boom are among others that he has teamed up with.

After migrating to the U.S in 2011, Fire Oniel joined Earthquake in Washington, D.C and added a different flame to the sound. His talent was quickly recognized and allowed him to attain a place on annual events for top promoters in the DMV area.

Fire Oniel covers various styles and genres with a focus on back to basics and foundation. One of his main goals is to get dancehall back to when it was nice and alleviate this new top 10 way of playing music that has recently surfaced.

Oniel currently has paired under the umbrella of Birdie Promotions who will now be doing all of his bookings. Keep an eye out for more projects in the near future from this multifaceted selector. His longevity in the business is nowhere near the end. His journey continues.....

-Birdie-

TRIGGA HALFKRAZY

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Trigga HalfKrazy represents 1/4 of the award winning and world touring DMV based sound Half Krazy. Since 1996 Trigga is one of the most sought out and requested selectors on the east coast. Trigga HalfKrazy has been featured on MTV, BET, and multiple radio stations in different cities. With the ability to turn any traditional dancehall event into a frenzy and the skill to conform to the nowadays club environment that requires mixing a variety of music Trigga HalfKrazy is the name that gets called first.





CUBANIS

Recording Artiste | Songwriter | Composer

Dubbed *Male Artist of the Future* by the Music Industry Achievement Awards (M.I.A) in July 2012, held at the University of the West Indies Conference Centre, Cuban is indeed the artist at this present moment, to look out for. Born Ackeem Lattibeaudiere on January 19, 1991 in Kingston, Jamaica, Cuban is an extremely talented and confident dancehall artist who has a clear idea of who he is and what he hopes to accomplish in this very difficult and competitive music industry. His powerful vocals, creative lyrical content and sensational melody captivates the ear of any listener/audience who comes in contact with his music.

He hails from the community of Maverley; attended Maverley Primary and Junior High School, and was successfully placed in the Jose' Marti Technical High School. Cuban had an ear for music at an early age. According to his mother, he would gravitate towards the Sunday acoustic sessions on the radio as a toddler; dancing and singing with a passion and love for keys. This musical intuition and capabilities blossomed and Cuban as we know now likes to compose rhythms and songs. He displays his multi-talented musical skills in other technical areas as he has worked as a Musical Engineer for popular producers such as Seanizzle and I-Kation Records.

This artist has recorded for and collaborated with artists/producers Seanizzle, Mr. G, Marcus of Marcus Records (Buju Banton's son) and Future Fambo of Outstanding Records. These songs are in rotation on local radio stations and making waves throughout the Island of Jamaica; song's such as *Inhale and Exhale*, *Head Back Careless*, *Evil Trap*, *Real Boss*, *Wine It* and many others.

Cuban shot his first music video for his very first recording *Inhale and Exhale* for Seanizzle Records. He expresses that this is his favorite recording to date because of the amazing responses he has been getting from the wider society.

Under the guidance of Roland Henry and his Team TeamCubanMusic, Cuban considers himself in very good hands. He wants to be the next legend, an icon in the music industry as Bob Marley whom he also admires, was and still is. He sees himself as being very successful and dominating the music market, he hopes to one day build a musical empire; an idea which is influenced by his idols Rick Ross and Vybz Kartel.



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ZULAN O'BRIEN

RECORDING ARTISTE



attacks during local Deejay "Clashes". Now sure of his talent but nowhere to record, he then saved and invested in his own recording equipment and then recorded his first mixtape that he distributed locally. A local recording label "Kingston Capitol Records" then discovered his music and vowed to help him to further his career. He then recorded "Guntalk" which gave him favorable rotation in the U.S, as well as in Jamaica (Mix-Cds and Internet/Local Radio Stations). With his current buzz he then got a chance to hook-up with a well-known U.S artist/producer where he collaborated on his first "Cross-Over" track "Don't Wanna Let U Down" which was featured on MTV's "Next". Due to personal issues, after a few years with the label "Zulan" then decided to sever ties in hopes to go back to Jamaica and pursue an independent career.

Now 27, Zulan decided to use his real name to continue his legacy. With a new name and a new direction on his career, "Zulan O'Brien" is now being managed by "Rich Gang Jamaica" as a skilled Singjay, Deejay, Songwriter and Brand Ambassador. He is currently working hard in the studio to create the best possible material to land him a spot on Dancehall/Reggae "Top Charts", and is already said to be one of Dancehall's most talked about artist.

Zulan O'Brien", Born Zulan O'Brien Murray on October 5th 1987 in a small community in the Parish of Portland called "Hope Bay". Shortly after his birth, "Zulan", and his family moved to the Montego Bay area. As a youngster, he attended the city's well-known music festivals and concerts such as "Reggae Sunsplash" where he grew and admired the talents of some of the country's well-known reggae artists hoping to be in their position one day.

Zulan migrated to the United States at age 11 where he met with other local artist in his neighborhood. He then tried to pursue his own career under the moniker "Blackz" where he participated in many of the area's music showcases, and also thrilled spectators with his venomous

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RICKY PLATINUM

“THE YOUNGEST IN CHARGE”



Ricky Palmer, known to many as RICKY PLATINUM was born in Brooklyn, New York, but at a tender age, his Jamaican parents moved to Prince George's County, Maryland. Ricky is the oldest of his two sisters. Ricky was introduced to the art of music at the age of 4 by his father, Simeon Palmer. Upon graduating high school, Ricky attended Prince George's Community College.

Music has been Ricky's passion since his early childhood and he values it as his freedom of expression as well as a healthy escape, to the hard-inner city life that existed right outside his door.

Ricky began his musical career at the age of 17, when he was featured on his uncle's Blacka Platinum Sound System, known as "Platinum Sound". Ricky quickly proved himself as one of the sounds best reviewed selectors. Shortly thereafter, the young selector adopted the stage name "Ricky Platinum."

In 2009, Ricky created a weekly event named, "Topsy Wednesdays" which created a buzz within the city and is now ranked as the DMV's #1 weekly event. This themed- weekly event encourages and attracts audience participation by promoting creativity. Various international artists, DJ's, local artist and dance groups are able to showcase their talents during this Wednesday night festivity. Ricky's extensive music library consists of Soul, Disco, Ska, Culture, Reggae/Dancehall, Soca, Rap, Hip-Hop, R&B, Go-Go and many more, has captured the attention of numerous promoters throughout the world. He specializes in ALL genres of music, which allows him to be classified as one of the most versatile selectors in the business. He has entertained crowds at some of the most well-known clubs in the DMV such as: Fur Nightclub, Ibiza, Lux Lounge, Ultra Bar, Muse Lounge, Crystal Lounge, Club Timheri's and Crossroads Nightclub.

Ricky is now listed as one of the youngest most talented DJ's in the D.C, Maryland & Virginia area. He has received the "Selector of The Year" Award in the DMV in 2010, 2011 and 2012. He was featured on Baltimore's Annual Jerk Fest, The Best of The Best Concert in Miami, Florida and British Link-Up in Florida, which features the most elite selectors in the dancehall community from the United Kingdom, the United States and Jamaica.

His talents have granted him the opportunity of becoming an international DJ, receiving bookings throughout the United States and various Caribbean islands such as Jamaica and the Bahamas.

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THE LADIES CHOICE

PRINCE ROYAL

In a time where technology is rapidly improving and easily accessible; we have seen an increase in individuals proclaiming themselves to be a disc jockey. Let me say this, "being a disc jockey is an art and not all possess the talent necessary to sustain the musical needs of an audience or deserve the coveted title of "DJ".

Born in Manchester, Jamaica in May of 1979, Davean Smith was introduced to music at a tender age. As he recalls the story of his first encounter with music, his face is peaceful and there is a slight hint of a smile. He was nine years old and could feel the vibrations throughout his room from the speaker box supplying the block party with vibes. Curious, Davean decided to slip out and explore the source of the vibrations. This was the introduction of what would become a life-long passion. The "selector" saw young Davean and with a smile, requested that he hand him a record from the crate... any one, his choice. That memory has stuck with him. Music was his first love and remains to this day, his true love.

Throughout his professional entertainment career, DJ Prince Royal has evolved. When introduced to the markets of Washington, DC and the metropolitan area, he was a young, vivacious teenager who could stimulate a party filled with clientele twice his age. As he expanded his geographical footprint to include northern states such as New York, New Jersey and Pennsylvania, he rapidly matured and with that came recognition. His work became its own voice. Satisfied clients begun spreading the word about the talents possessed by the young DJ Prince Royal and with notoriety came referrals and a plethora of bookings.

What started out as a passion shared with friends and family rapidly developed into a successful entertainment venture with bookings in Northern Europe, the Caribbean, Canada, the East Coast, the West Coast and the South.

DJ Prince Royal has not been limited to the Reggae party scene despite his cultural background. His entertainment business has been solicited for not only club events but corporate events, celebratory occasions and appearances on radio shows. DJ Prince Royal is dedicated to diversity and growth. It is his ideology that in order to be great, one has to challenge ones-self instead of allowing restrictions.

DJ Prince Royal adapts to the environment he is scheduled to entertain. From Afro-Beats to Soca, Techno to Bachata, DJ Prince Royal is the pinnacle of entertainment at its finest.



it's not just Music

DJ PRINCE ROYAL

PRINCE ROYAL ENTERTAINMENT



240.351.2920



DjPrinceRoyal@gmail.com



PrinceRoyalEntertainment



/PrinceRoyal



@PrinceRoyalEnt



@DjPrinceRoyal

The modern reggae artist from Jamaica known as Elegant has released his newest album on the Mind Music Production record label, a full-length LP titled "Call Me Elegant." The record is comprised of 12 original tracks over a standard, approx. 40 minutes worth of listening time. It contains elements of hip hop and African dancehall music as well as the traditional attributes of reggae as it is known today. As reggae it is extremely contemporary, rather than of the old school, and though it is plainly inspired by many of reggae's greatest artists of the former day, Elegant's new record is a move forward with the genre that encourages its growth as an art form rather than revisiting and reiterating the reggae styles of the 1960s.

Elegant is an extremely precise reggae singer, with meaning and tone behind each of his words and lines. No part of his music is unpremeditated. His beats often have a Latin or reggaeton influence, and his instrumentation is often extremely creative, utilizing anything from a squeezebox to a set of bongos. While the orchestration and composition of these songs remains incredibly attractive and fun, it remains Elegant, himself, who steals the spotlight in each track without fail. The record is not simply music for music's sake, however, and it has specific meaning for its hearers, particularly for Elegant, himself. "Music is the mainstay of my homelife," he writes. "My family sings at church and other events. Most evenings after dinner we would sing and tell stories, even when we were doing household chores or talking a walk in the neighborhood."

The message his record has for music fans around the world is somewhat more complex, and paradoxically very simple at the same time: "My album represents a snapshot of reality in Jamaica," he says, "and the impact that these experiences have on the lives of individuals like myself. My music tells the story of the daily trials and tribulations that one encounters in the poor neighborhoods of Jamaica. It speaks of encouragement and endurance with respect to life's infinite possibilities, and it offers hope in lieu of despair." This message is not only for the people of Jamaica, however and of course. Elegant says, "My music helps to soothe the mind and replenish the spirit."

-S. McCauley
Mind Music Production
Staff Press Release Writer

THE ARTISTE



ELEGANT

CONTACT INFO

USA 1-917-873-2653

JA 1-876-462-4650

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BOYSIE ROSES

BLACK ROSES



Boysie Roses is a Jamaican Dancehall icon that is popularly known as one of the pioneers of world renown Black Roses Crew founded by the late Gerald "Bogle" Levy. He is an expert in Old-School Genre of Dancehall while still remaining in touch with the more modern forms of this cultural art form. He has a fun-loving personality, and this ensures that his dance classes are high-energy and exciting. His classes continue to be in high demand worldwide.

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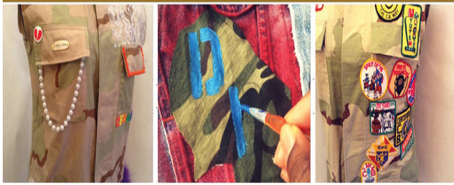
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PAGE 30