



# YO! MAFIA

INTERNATIONAL PARTY DJ

Bookings - [ben@konkreteagency.com](mailto:ben@konkreteagency.com)

Mixes - <http://soundcloud.com/djmafia20>

Events Website - <http://yomafiaevents.com>

DJ Website - <http://yomafia.com.au>

Blog - <http://yo-mafia.com>

Videos - <http://youtube.com/mafia20>

A renowned sneaker freak and hip hop junkie, YO! MAFIA has been killing them on the wheels of steel for over 15 years. Having grown up at the fruition of Hip Hop in the late '70s/early '80s, YO! MAFIA became FLUORO BREAKER after falling in love with Boogaloo Shrimp in Breakin'. After winning every B-Girl competition she entered, YO! MAFIA hung up her knee spin for the turntables after amassing a huge collection of original pressing 12-inch wax from every musical genre known to man. Relying on her acute party savvy ears, YO! MAFIA quickly began mashing up sounds from her beloved Hip Hop, mixing in RNB, electro, Commercial Bangers, Cock Rock and everything in between. Her signature genre smashing sets have seen her tour and DJ support a wide range of A-List artists -

Stevie Wonder, Missy Elliott, Big Freedia, Ca\$h Money, Iggy Azalea, Tinie Tempah, TWISTA, Die Antwoord, Clipse, De La Soul, Kurtis Blow, T-Pain, Ice Cube, Waka Flocka Flame, Lady Gaga, Lupe Fiasco, DJ Craze, 100s, A\$AP Ferg, Dead Prez, MYA, Salt'n'Pepa, Pharell Williams, Dirty South Joe, J.Period, Rahzel, Arabian Prince, Spinderella, DJ Quik, Kurupt, Ghostface Killah, Mixmaster Mike, Twista, Dizzee Rascal, Snoop Dogg, Vanilla Ice, Spank Rock, Kid Cudi, A-Trak, CSS, Coolio, The Presets, Girl Talk, Chromeo, Felix Da Housecat, South Rakkas Crew, N.E.R.D, Grandmaster Flash, Tittsworth, DJ Spinbad, Russell Peters, Schwayze, Scratch Bastid, Starting From Scratch, Action Bronson, Color Me Badd, Soul For Real, Jon B and Aloe Blacc to name but a few!

2014 kicked off into overdrive with YO! MAFIA booked as headline DJ at Sydney's infamous MARDI GRAS 2014 event. YO! MAFIA was also chosen to support Harlem NY rapper A\$AP FERG on his first headline tour of Australia as well as TINIE TEMPAH's massive Australia Tour. Locking in headline gigs next to Australian dance legends THE PRESETS, as well as DJn for NYC MC CAKES DA KILLA, it has certainly been a stand out year for the International Party DJ. Rolling out a plethora of high profile events for blue

chip companies such as UNIQLO AUS, CH 10 LOGIES, ASICS, G-SHOCK, NIKE, CAULFIELD CUP, MELBOURNE CUP, OAKLEY, REEBOK and more, 2014 has taken YO! MAFIA to the next level. Stay tuned for a HUGE announcement in 2014, as YO! MAFIA signs her first record deal with one of the world's best record labels, releasing her very first OFFICIAL mixtape. 2014 is about to be the biggest takeover year for the INTERNATIONAL PARTY DJ!

Get set to see YO! MAFIA DJ at FALLS FESTIVAL 2014 alongside Bounce legend BIG FREEDIA as well as supporting SALT N PEPA'S only Australian show, plus DJ Jazzy Jeff all in December 2014.

Rewinding the clock to 2013, YO! MAFIA secured DJ supports for Iggy Azalea, Waka Flocka Flame, Mixmaster Mike and Twista as well as headlining her own show at Bali's infamous LOVE IN TENTS events, not to mention a slew of high profile corporate events, such as Channel 10's Summer Viewing Launch and G-Shock's Eminem x New Era launch.

The go-to DJ for travelling International artists, YO! MAFIA has had the honour of being BIG FREEDIA'S (Queen Of Bounce/Twerking - New Orleans) tour DJ at both her Melbourne shows in the latter part of 2012 - exposing YO! MAFIA to a new demographic of bounce/electronica fans. 2013 was action-packed to say the least with YO! MAFIA headlining sold out shows around Australia including a prestigious set for Midsumma's capacity packed TDance Festival at Birramung Marr. Touring most of the country for 2013, YO! MAFIA graced the stage at Australian finest clubs including MARQUEE Sydney, Newport Perth, Mink Bar in Perth, Mixed Tape Adelaide, and shows for MTV AUSTRALIA plus more. On top of that YO! MAFIA was also invited to support New York Rap darlings FLATBUSH ZOMBIES at their only Melbourne show.

Taking her cross over "Party Banging" talents into the bigger realm of Television, YO! MAFIA secured high profile events such as CHANNEL 10's SUMMER PROGRAM LAUNCH, WINTER WONDERLAND 2013 EVENT, MASTERCHEF SERIES 5 LAUNCH as well as spinning at the 2014 2013 2012 and 2011 Channel 10 Logies After Party three years in a row. YO! MAFIA was also invited to play at the Offspring Season 2 Wrap Party (on special request from Asher Keddie) plus the inaugural 2011 Ch 10 Program Launch. Those with a keen eye may also have seen YO! MAFIA working the tricycle turntable bike on ABC's SPICKS AND SPECKS on four separate occasions throughout the series' run as a recurring guest DJ spot. YO! MAFIA was also invited to DJ at the opening of Sydney's new Star Casino in late 2011 alongside special guest performer Stevie Wonder and actors Leonardo DiCaprio, Tobey Maguire and Adrian Grenier. There truly ain't no stopping this lil' powerhouse!

Working with corporate powerhouses such as Ch10, Dg3, MTV, Nike, Nova, adidas, Reebok, G-Shock, Oakley, Upfront Events, Create Awards, Harvey Publicity, Lee Jeans, Sol Beer, YO! MAFIA is undoubtedly the most requested DJ for high profile events. She also had the honour of spinning at the Nova 100 Enclosure at the Cox Plate races in 2011 alongside the Bag Raiders as well as headlining at The Caulfield Guineas and Cup Day parties in 2013. 2012 was also dedicated to touring Asia with sold out shows in Malaysia, Japan, Bali and Thailand.

A regular on the festival circuit (Big Day Out 2006-2010, Summadazy, Future Music Festival 2009, Golden Plains, Meredith, Sounds Loud, Sounds Safari, Push Over) and a self-promotional machine, YO! MAFIA prides herself on playing to diverse crowds poppin' out HipHop/RNB/Commercial Dance/Booty Bass/B-more/Cock Rock/Pop/Electro/House and everything in between. If you want to sweat til ya drop and hear your favourite jams played in a way you've never imagined - YO! MAFIA throws it down like no other International Party DJ!

YO! MAFIA is sponsored by major brands such as G-Shock (Australian Ambassador), Reebok, Nike, Gourmet Footwear, Crumpler, Oakley, Obey Clothing.

YO! MAFIA is signed to one of Australia's most prolific DJ/Touring Agencies [KONKRETE](#) and is sole owner and creator of [YO! MAFIA EVENTS](#).



### TV APPEARANCES

SPICKS N SPECKS (Regular Cast Member)  
CURRENT AFFAIR  
VIDEO HITS  
RALPH TV  
COLLECTORS ABC  
SPEAKER TV

### FESTIVALS

FALLS FESTIVAL 2014  
FUTURE MUSIC FESTIVAL 2010  
GOOD VIBRATIONS 2010  
BIG DAY OUT (BOILER ROOM) 2010  
SOUNDS SAFARI W/ LUPE FIASCO - MELBOURNE ZOO 2010  
SOUNDS LOUD FESTIVAL - MOONEE PONDS 2010

SANDCASTLES FESTIVAL – ST KILDA 2010  
ST KILDA FESTIVAL 2010  
SUMMADAYZE 2010  
MEREDITH FESTIVAL DEC 2009  
BIG DAY OUT 2006-2010  
SUMMERDAYZE 2009  
FUTURE MUSIC FESTIVAL 2009  
GOLDEN PLAINS 2009  
ST JEROMES LANEWAY FESTIVAL  
LIVE AT NIGHT – MELBOURNE ROYAL SHOW

### CORPORATE GIGS

REEBOK 25<sup>TH</sup> ANNIVERSARY OF PUMP - SYDNEY  
MELBOURNE CUP OAKS DAY – JOHNNY WALKER MARQUEE 2014  
MELBOURNE CUP STAKES DAY – FLING BAR 2014  
OAKLEY FUTURE SPORT – SYDNEY  
BLISS N ESO G-SHOCK LAUNCH – SYDNEY  
UNIQLO EMPORIUM OPENING – MELBOURNE  
G-SHOCK PRODUCT LAUNCH – SYDNEY  
OAKLEY PRODUCT LAUNCH - SYDNEY  
ASICS EMPORIUM LAUNCH - MELBOURNE  
GEORGE CALOMBARIS XMAS EVENT 2013/2014  
CH 10 UPFRONTS EVENT W/PAULA ABDUL  
CH 10 SUMMER PROGRAM LAUNCH 2013/2012  
CH 10 LOGIES AFTERPARTY 2014/2013/2012/2011  
CH 10 XMAS PARTY 2013  
OAKLEY XMAS PARTY 2013  
CAULFIELD CUP 2012/2013/2014  
G-SHOCK X NEW ERA LAUNCH 2013  
ADIDAS “BROOKLYN NETS” LAUNCH 2013  
CH 10 MASTERCHEF SERIES 5 LAUNCH  
ESCAPE TRAVEL/FLIGHT CENTRE – MELBOURNE CONVENTION CENTRE  
OAKLEY SHRED SHOP AFTER PARTY – SWINDLERS MT HOTHAM  
ADIDAS REBEL SPORT EVENT – DREAMWORLD GOLD COAST  
STAR CASINO LAUNCH W/ STEVIE WONDER – SYDNEY  
LEE JEANS SYDNEY  
MONASH UNIVERSITY FETISH PARTY  
MALAYSIA DIGNITARY WELCOME - MELBOURNE  
OAKLEY ROOFTOP PARTY – ST KILDA FESTIVAL  
CROWN CASINO – LEVEL 3/ CO NIGHTCLUB  
RMIT 0 WEEK PARTIES  
CREATE AWARDS DESIGN AFTER PARTY – FORUM MELBOURNE  
AGIIDEAS AWARDS AFTERPARTY – NGV MELBOURNE  
MICROSOFT XBOX EVENT - SYDNEY  
DEAKIN UNIVERSITY BEACH PARTY  
REEBOK RHYTHM OF LITE - JAPAN  
MOONEE VALLEY COX PLATE  
CH 10 PROGRAM LAUNCH (SYD)  
G-SHOCK HOUSEPARTY (SYD)  
NIKE

ADIDAS  
VANS  
XBOX  
FOXTEL  
G-SHOCK THE WORLD TOUR - SYDNEY  
MTV SUMMER TV LAUNCH  
ADIDAS 60 YEARS OF SOLES AND STRIPES HOUSE PARTY - SYDNEY/SINGAPORE  
MARDI GRAS MEDIA LAUNCH - SYDNEY  
HOYTS CINEMA MELB CENTRAL LAUNCH  
ARMANI CHRISTMAS PARTY  
COMEBACK KID ADVERTISING CHRISTMAS PARTY

### INTERNATIONAL

FASHION WEEK - MALAYSIA, KL  
LOVE IN TENTS - BALI  
AYANA/ROCK BAR - BALI  
X-LARGE HARAJUKU, JAPAN  
MIST CLUB - MALAYSIA, KL  
SNEAKER FRIENDS 2010 - THE COMPOUND, ATLANTA  
MOTIVATION OF A SNEAKER FREAKER - GALLERY BAR - NEW YORK  
HENRIETTA HUDSON - NEW YORK  
LA ART IN NUMBERS EXHIBITION - LA  
ADIDAS HOUSE PARTY 2009 - SINGAPORE  
SELFRIDGES RESIDENT DJ 2003 - LONDON

### SPONSORS

G-SHOCK  
OBEY CLOTHING  
REEBOK  
NIKE  
CRUMPLER  
OAKLEY