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CAM'RON

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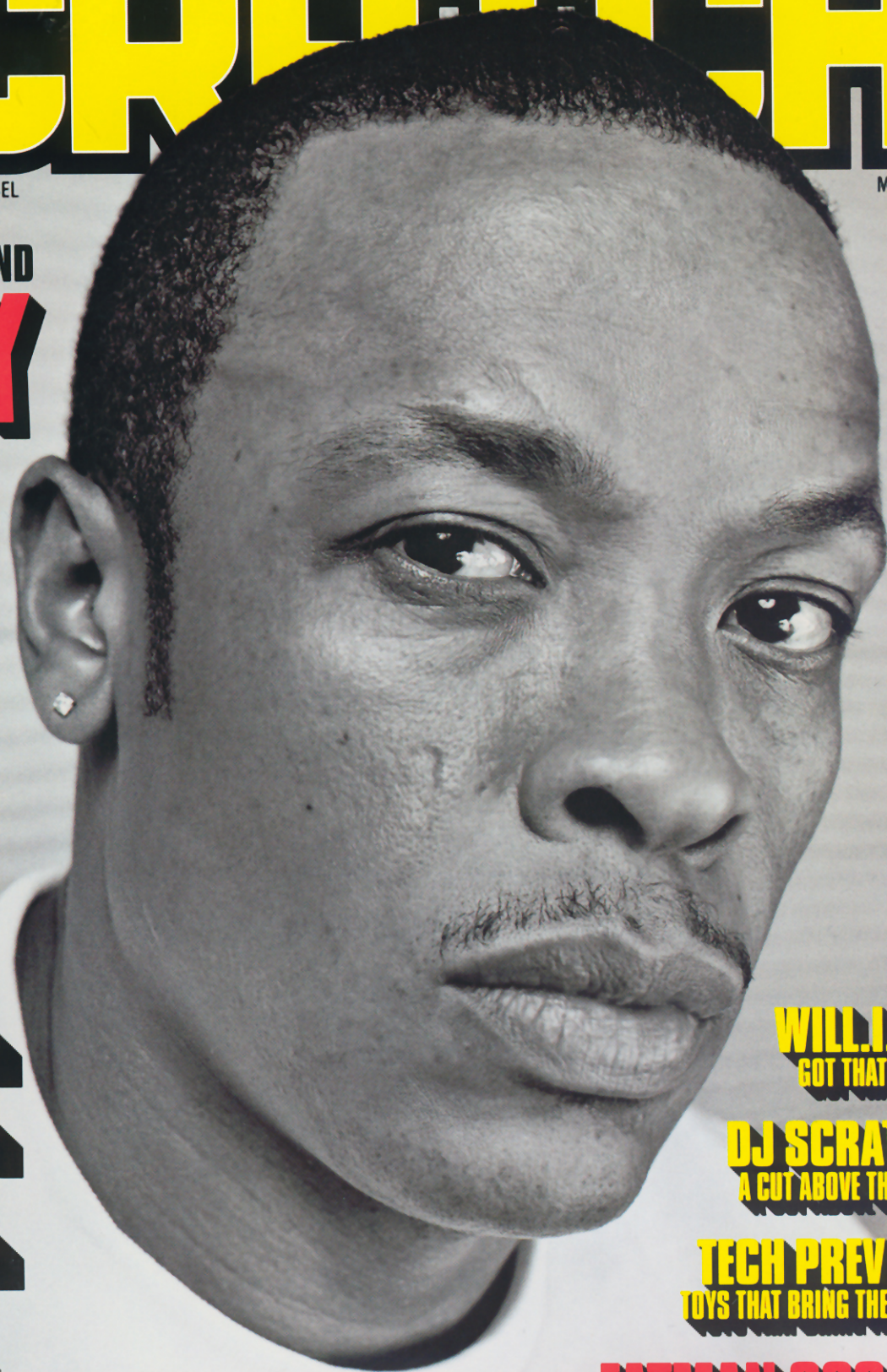
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Champion Sound

The Miami Heat's DJ IRIE raises fun and funds for a good cause.

STORY JERRY L. BARROW | PHOTOGRAPHY SETH BROWARNIK

SOME THINGS YOU just can't plan. In April when DJ Irie scheduled his second annual "Irie Weekend" in Miami to celebrate his birthday and pause for a cause, he had no idea what kind of party it would turn into. As the official DJ for the NBA's Miami Heat, guests of Irie were front and center for the biggest celebration to hit the city in years.

"I was confident that they would do it," DJ Irie says of the Heat winning their first NBA championship. "After they went down 0-2 to Dallas I told the crowd at Mansion that they'd win the next three games at home, and they did. I made a lot of promises on the air."

As a result, Alonzo Mourning, Gary Payton, Antoine Walker, and a host of celebs (including Nick Cannon) were back at Mansion to put an exclamation point on the win.

"Pat Riley has never been in a night club in Miami," Irie says with a grin. "That was history. You don't find Pat Riley in the club. [Heat owner] Mickey Harrison was doing the motorcycle dance!"

The next day Irie brought the crew to the Miami Beach Golf Club to swing some iron for the Miami Heat Charitable Fund. The diverse group of players included Udonis Haslem, Shaquille O'Neal, Dres from Black Sheep, and Alfonso Ribeiro among many others.

After tearing up the greens the players were treated to dinner and a poker tournament at the popular Forge restaurant, which was followed by Irie getting down on the tables at Prive.

The newly anointed "Prime Minister of Miami" freaked a playlist of hip-hop, rock, and R&B classics to the beyond capacity crowd. However, what's most impressive is how the St. Croix-born musical ambassador moved outside the venue, greeting everyone with a "thank you" and a smile.

"As a DJ you are a force," says Irie. "Whether it's 100 people or 2,000, that is influence. I realized early that spinning records is the core, but utilize the relationships and grow. I saw the big picture. I play records and make people shake their ass for a living, now I get to flip it into raising thousands of dollars to help people." Sounds like a master plan. ■



L2R:
UDONIS HASLEM,
ALFONSO RIBEIRO,
SHAQ, DJ IRIE.

