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**Local and International Talent and Influencers to Perform and Appear at INFLUENCE  
Las Vegas Edition Mixer Saturday, Oct 16th at VibeZ Hookah Lounge**

**LAS VEGAS, NV, October 6, 2021** -- Branding and Event Production firm Trea Day LLC announces its all-new marketing and PR vehicle; **INFLUENCE** that features popular, aspiring, and reemerging talents and creatives joining forces to collectively tap into their resources, databases, social media moxie and spheres of influence to increase exposure and grow the buzz for current and upcoming projects and brands.

Produced by Trea Day CEO and Sr. Strategist Trea Davenport, **INFLUENCE Las Vegas Edition** will take place on Saturday, October 16, 2021, at VibeZ Hookah Lounge 4266 S Durango Dr Ste M Las Vegas, NV 89147, 4pm - 7pm PST. Open to the public, the mix and mingle soiree will showcase local and international talent and influencers including; acclaimed dancehall icon **Tifa**, the official DJ of the high rollers; **DJ Monie “The Risqué DJ”** and highly sought after beauty boss and social media Influencer **Damienne Flagler**.

According to Trea Davenport “Having been in the PR and entertainment industry for two decades, I know all too well the struggle that talented creatives face when trying to get on and generate buzz”.

“I created **INFLUENCE** as a vehicle to bring together influencers in various industries to not only showcase their talents but to simultaneously tap into new audiences to further their goals for exposure,” Davenport added.

Media, fans, followers, and Las Vegas promoters and tastemakers will have the opportunity to meet, greet and engage the featured influencers at one of Sin City’s premiere fashion boutiques. Guests will enjoy complimentary eats, drinks, and beats by Melanated DeeJays member, DJ Yas The Empress.

The Las Vegas edition of Trea Day's **INFLUENCE** marks the first of the series. Other slated cities include Atlanta, where Davenport recently relocated her offices, Detroit, her beloved hometown, Dallas, Houston, New York, Miami, Panama City, and New Orleans to name a few.

For more information on Tifa, DJ Monie, and/or Damienne Flagler or to sponsor, participate or attend **INFLUENCE Vegas Edition** contact Trea Davenport of Trea Day at 310-728-5000 or [trea@treaday.com](mailto:trea@treaday.com).

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**INFLUENCE**  
***LAS VEGAS EDITION***  
**FEATURED INFLUENCERS**

**TIFA**

483K (INSTAGRAM)

Tifa is a highly acclaimed dancehall star, as well as a spokesperson and fashion icon. Her songs range from hip-hop-influenced club burners to sensuous ballads, and she's not afraid to explore taboo subjects with her raw, sexual lyrics. She's recorded popular hits with fellow Jamaican artists Spice, Dexta Daps, Fayan Lyons, and many others.

Tifa to date is Jamaica's leading recording artist to have multiple endorsement deals and has paved the way for corporate entities to build a beneficial relationship with the reggae-dancehall entertainment industry. Her influencer relationships include CoverGirl cosmetics, Digicel Communications, Giant in The Caribbean & Ireland with fellow ambassador Usain Bolt & Shelly-ann Frazier Price, beverage brand Bigga Soda, and BMW Mini.

Musically Tifa has received over 80 accolades, including E.M.E. (Excellence in Music & Entertainment). Tifa rivals her male counterparts claiming 6 Youth View Awards alongside Vybz

Kartel. These awards included: “Local Female Artiste of the Year”; “Female DJ of the Year”, “Young Hot & Hype of the Year”; “Fashion Icon of the Year”, “Best Collaboration” & “Best Video. She also won Female DJ of the Year. [Largeup.com](http://Largeup.com) named her among the top 10 Female DJs of All Time. *Fader* magazine listed Tifa on the “25 in the World to Watch” list.

Now residing stateside, Tifa recently added restaurateur to her repertoire of ventures, with a projected opening of late 2021. She has a new project, leading with the single “So Good” with Super Music Group to drop in time for Thanksgiving and the holiday season.

**LIVE PERFORMANCE:**

[www.instagram.com/p/CTsKBqRpEPX/?utm\\_medium=share\\_sheet](https://www.instagram.com/p/CTsKBqRpEPX/?utm_medium=share_sheet)

**LIVE PERFORMANCE:**

[www.instagram.com/p/CUaPz05lgo\\_/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/CUaPz05lgo_/?utm_source=ig_web_copy_link)

**DJ MONIE “THE RISQUÉ DJ”**

16.4K (INSTAGRAM)

DJ Monie, a charismatic branding executive turned self-taught pandemic era DJ recently announced the launch of the [Melanated Deejays Coalition](#), a private members-only DJ Coalition for female DJs of color, that strives to provide guidance for aspiring deejays and brand management for existing mixologists.

During the lockdown of 2020, the creative found herself stuck with no safe social distance for traditional musical escape or expression...so with the help of Amazon, Monie decided to turn her apartment into a club! As she began to hone her skills via YouTube videos, Crossfader and Serato tutorials, and tons of practice, DJ Monie quickly realized that resources, groups, and mentoring opportunities for aspiring disk jockeys, let alone female DJs, were limited to non-existent - so she did what she does best - CREATE! Now, this multi-faced party-starter is mixing things up behind the turntables and for melanated DJs around the globe.

[www.instagram.com/thedjmonie](http://www.instagram.com/thedjmonie)

[www.djmonie.com](http://www.djmonie.com)

[www.melanteddeejays.com](http://www.melanteddeejays.com)

## **DAMIENNE FLAGLER**

643K (TIKTOK), 436K (INSTAGRAM)

Known as the Hair Dr., Damienne Flagler is not your average serial entrepreneur. Don't let the colorful hair, gemmed teeth, and boisterous persona fool you - Damienne is a BEAUTY BEAST! The international stylist, educator, philanthropist, and influencer has established an incredible empire that is growing exponentially. With a heart as big as her hustle, Damienne built multiple businesses from the ground up, learning every lesson on her own. She has transformed her talent for installing wigs at a boutique, to selling her products and teaching classes across the globe. She owns and operates the popular Metro-Atlanta hair salon, Denine Defined, and manufactures the sought-after install product G.O.A.T Glue. When she isn't slaying laces and saving lives, she is producing her annual \$250K community services and product give back event "Laceland Free Fest", teaching her award-winning techniques to stylists from around the globe and in the lab honing her emceeing skills and developing her first-ever music project.

[www.instagram.com/damienneflagler](http://www.instagram.com/damienneflagler)

[www.tiktok.com/@damienneflagler](http://www.tiktok.com/@damienneflagler)

[www.flowcode.com/page/damienneflagler](http://www.flowcode.com/page/damienneflagler)