



PRESS KIT



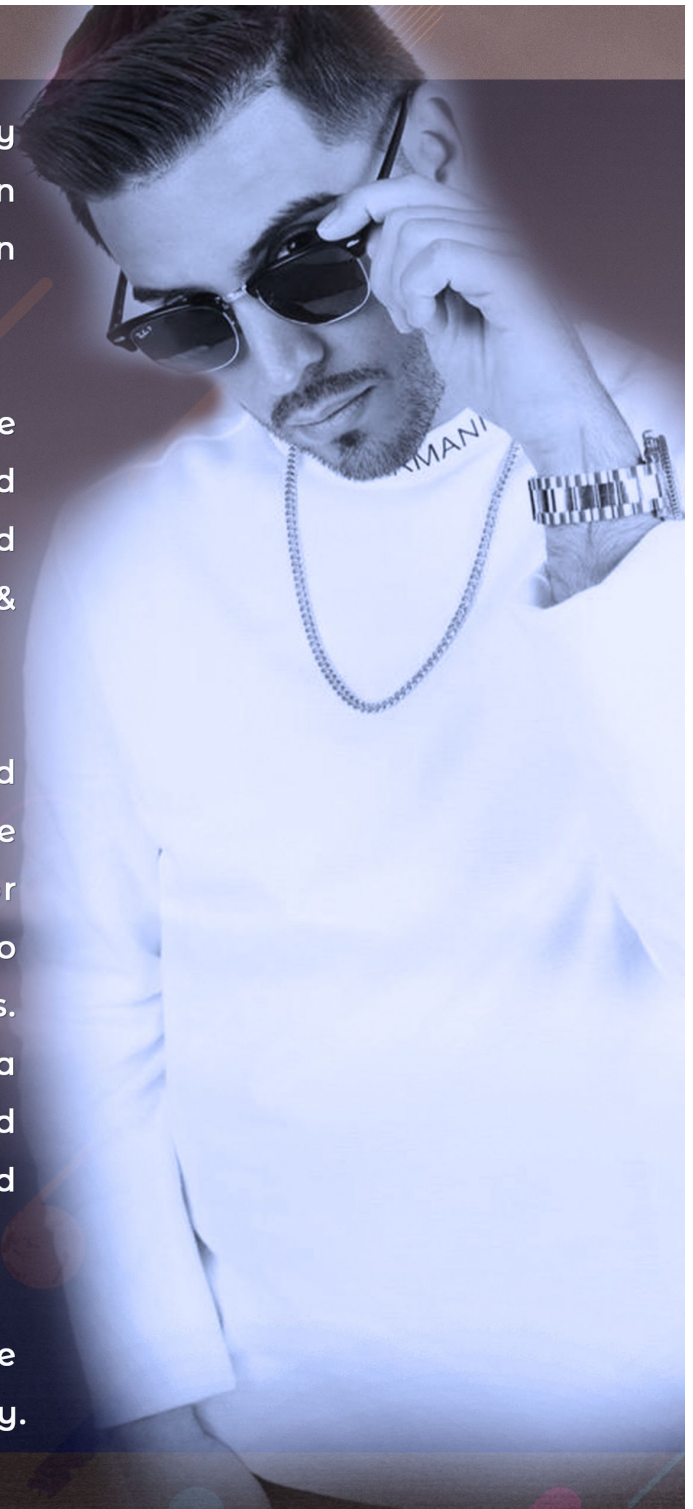
## BIO

Controlling a room of hundreds and keeping crowds dancing to every song he plays is just another day in the life of Rudy De Armas, known to most as DJ Flo. This Miami native was raised in a city built on diversity and was exposed to music from all across the globe.

His knowledge of music is what makes Flo thrive, the ability to bridge the gap between all genres of music and know exactly what the crowd needs to go wild is what has allowed Flo to travel the world as a DJ and spin events for celebrities such as Pitbull, Michael Jordan, Gloria & Emilio Estefan, Chris Bosh, Zion Y Lennox, and Jennifer Lopez.

Since the early 2000s, Flo has been rocking Miami's hottest clubs and events but in 2010 he was awarded the opportunity to work alongside Miami radio legend DJ LAZ. This proved to be a pivotal moment for Flo's career, as he found himself mixing live on Miami's airwaves to performing in prestigious events such as the Latin Billboards in Vegas. When DJ Flo is not rocking events, he's reaching millions of people via his mix shows on Pitbull's Globalization Radio Station on Sirius XM and "Flo radio" which is available on all major streaming apps and [www.itsdjflo.com](http://www.itsdjflo.com)

Flo's aim is to send his audience on a journey through the music he plays, letting them escape through dance and reach a state of ecstasy.





CLUB PERFORMANCES

E11EVEN  
MIAMI

DAER  
NIGHTCLUB  
DAYCLUB

*Mr Jones*



TUNNEL



PRYSM

KOMODO



LIV<sup>®</sup>  
HARD ROCK STADIUM



COCO  
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**FLO**

