

## McDonald's 2012 Flavor Battle National DJ Champion

Written by Staff

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A panel of celebrity DJ judges last night crowned San Francisco-based DJ Risk One as the 2012 Flavor Battle Champion. The 2012 McDonald's Flavor Battle DJ competition finale event took place at the Miami Beach nightclub Cameo, where three DJs each representing a McDonald's burger took to the turntables in a battle of burgers and beats to win the \$10,000 grand prize and championship. DJ Risk One represented the Big Mac and beat out first runner-up DJ E-V from Cleveland, Ohio, and DJ Alizay from Washington, D.C., to claim the McDonald's 2012 Flavor Battle championship title.

Judged on crowd appeal, mixing skills, technique and performance flow, each finalist demonstrated their mix-master skills in a free-style battle to prove who had the most musical flavor and talent. McDonald's and Complex Media kicked off the 2012 Flavor Battle competition last November with a total of 24 DJs representing three regions of the U.S. and three of McDonald's burgers — the Angus Third Pounder, Double Quarter Pounder with Cheese and Big Mac.

Hosted by the legendary "human beat boxer" Doug E. Fresh, this year's Flavor Battle finale was judged by veteran celebrity DJs Spinderella, Miami's own DJ Irie, DJ Skribble and the reigning 2011 Flavor Battle Champion, DJ JayCeeOh. Rapper/singer/actress Teyana Taylor was on hand providing live Twitter updates and interviews with celebrity guests.

Flavor Battle was conducted with Complex Media, the men's style and lifestyle network dedicated to young men 18-34.

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To learn more about McDonald's Flavor Battle, please visit <http://www.flavorbattle.com> .