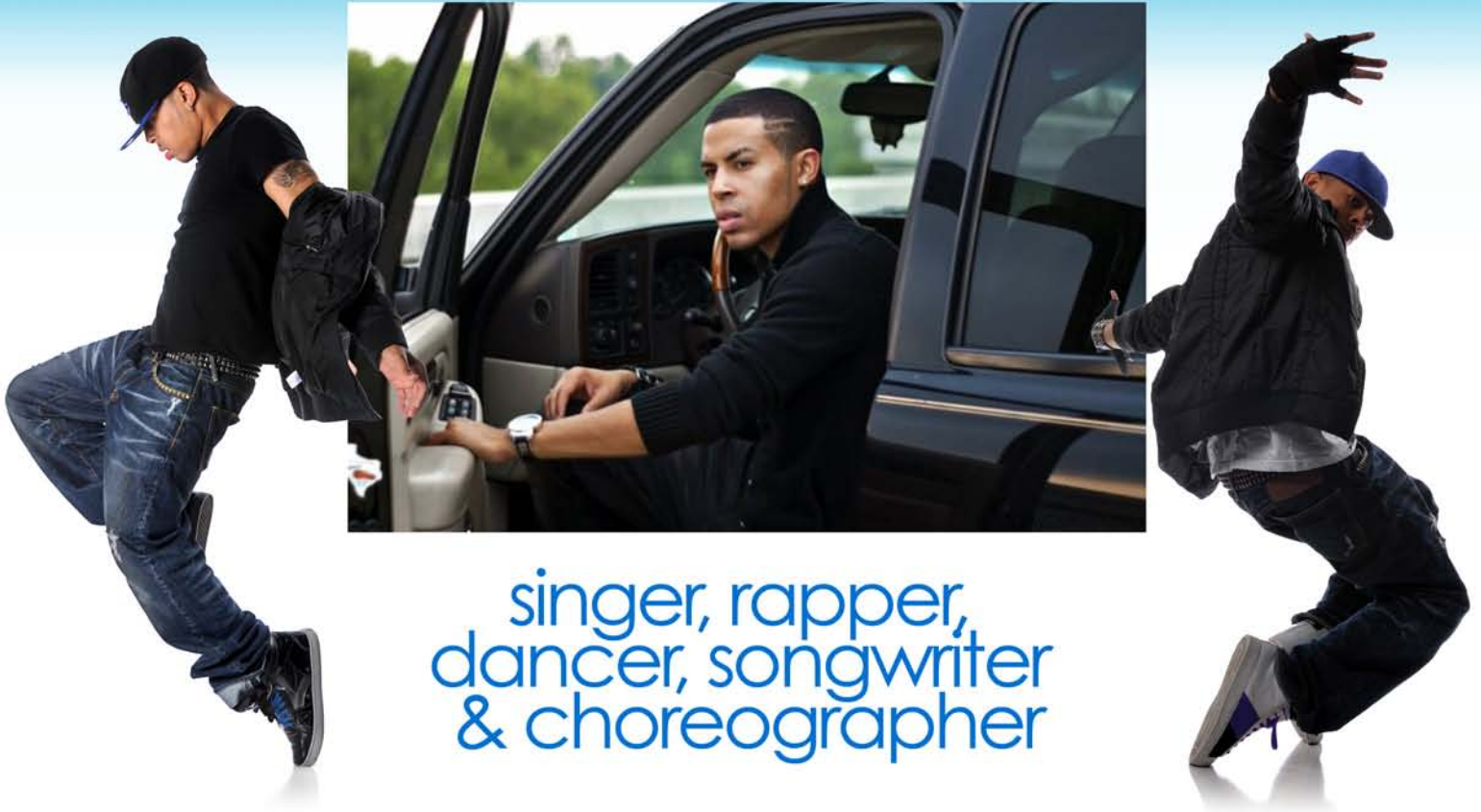


**L FROST**

**2012 OFFICIAL MEDIAKIT**



# L FROST



singer, rapper,  
dancer, songwriter  
& choreographer

**F**ailure is not an option for up and coming sensation, L Frost (a.k.a. Kid Flash), this young artist has quickly grown to be an all around star not only in his hometown of St. Louis, Mo. but across the globe. At a young age, L tapped into skills that would make him an industry powerhouse: rapping, singing, songwriting, dancing, and performing. As a preteen, he discovered music as an outlet and would spend hours writing songs.

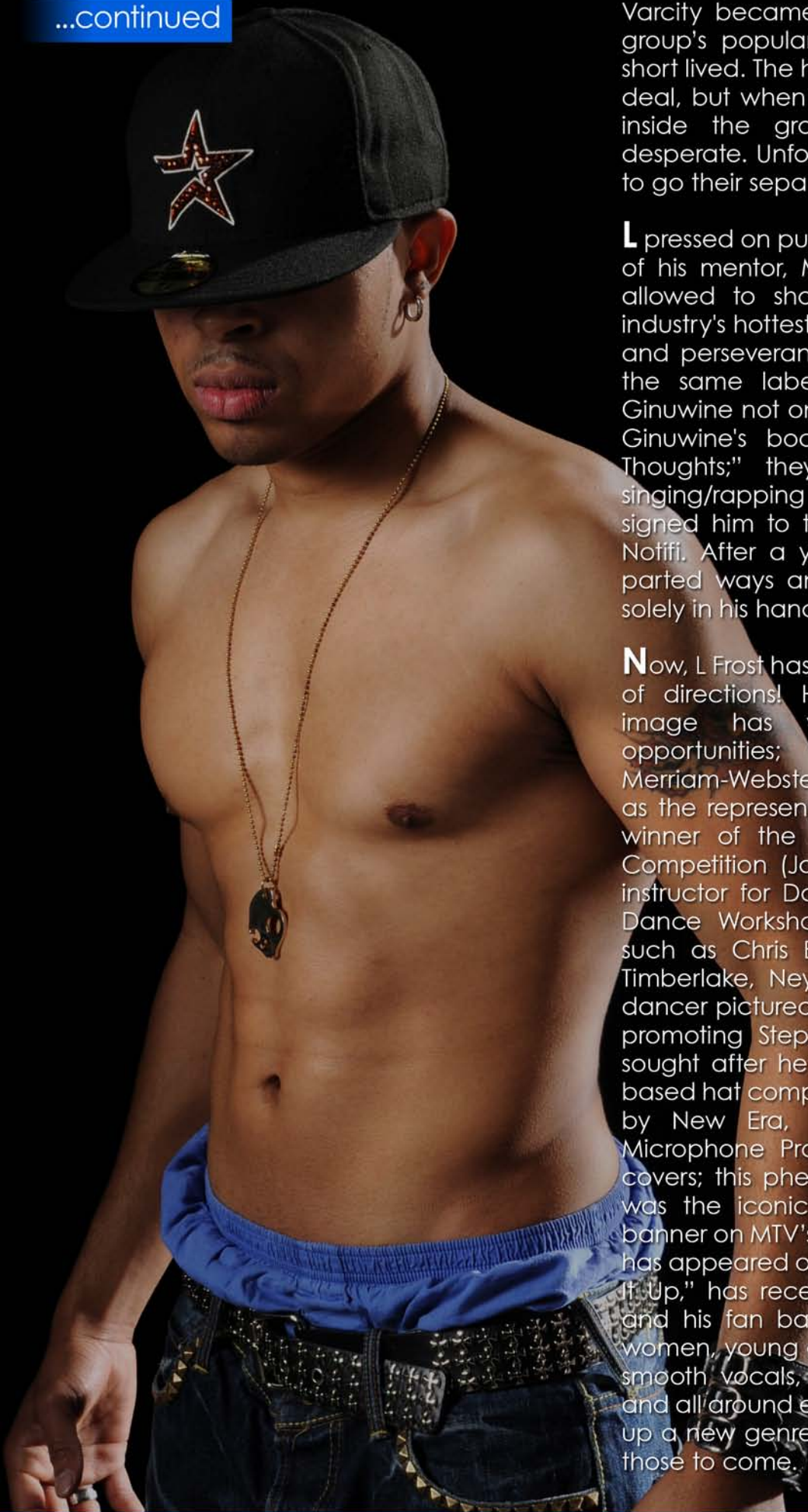
**B**y his mid-teens, L discovered another outlet - choreography inspired by his mentor/icon, Ginuwine; he would watch and study the performer's style until he was ready to create his own. Throughout high school he perfected his dancing and singing abilities by entering talent shows; performing opening numbers for celebrities at concerts; and teaching his own style of choreography to dance schools in St. Louis and throughout the country; but, L could not have mastered choreography without the help of two other mentors; back-up dancer / choreographer, Mack Daddy and choreographer to the stars, Darrin Henson.

**H**is entertainment career officially began right after high school when L was incited to perform as a back-up singer and dancer for Ginuwine on tour dates. Touring with Ginuwine gave him the experience needed to learn the ropes at a young age, but to L, dancing just wasn't enough. During an American Idol audition, L was approached to start a 3 man group called Varcity. His role in the group was diverse: dancer and choreographer, singing double bass, and even rapping on some tracks.

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Varcity became an overnight success and the group's popularity sky rocketed, but was soon short lived. The hot new group expected to sign a deal, but when the deal collapsed the urgency inside the group to get a deal became desperate. Unfortunately the young trio decided to go their separate ways.

**L** pressed on pursuing a solo career, with the help of his mentor, Mack Daddy's contacts, he was allowed to showcase for some of the music industry's hottest labels and artists. His persistence and perseverance had not gone unnoticed, as the same label that signed his mentor/icon, Ginuwine not only asked him to choreograph for Ginuwine's body of work in 2009, "A Man's Thoughts;" they were also interested in his singing/rapping capabilities; and, there after signed him to the St. Louis owned music label, Nofifi. After a year with the label, L eventually parted ways and put his entertainment career solely in his hands.

**N**ow, L Frost has boosted his career in a multitude of directions! His "No Alcohol, No Smoking," image has warranted many sponsorship opportunities; his photo graces your Merriam-Webster Online Dictionary's top ten list as the representation of Hip Hop; He is the 2011 winner of the Monsters of Hip Hop Freestyle Competition (Jabbawockeez Judged); He is an instructor for Darrin Henson's House of Hip Hop Dance Workshops; He has worked with artists such as Chris Brown, Usher, Missy Elliott, Justin Timberlake, Nayo, and Bow Wow; He was the dancer pictured on billboards across the country promoting Step Up 3D and Reebok shoes; so sought after he is now the image of a St. Louis based hat company, HEADZ N THREADZ, endorsed by New Era, featured on the Paper Jamz Microphone Pro Series toy, and multiple book covers; this phenomenal dancer/choreographer was the iconic symbol for the Blueprint Cru's banner on MTV's America's Best Dance Crew and has appeared on BET's 106 & Park; his single "Light It Up," has received over 10,000 YouTube views and his fan base has reached both men and women, young and old, and every race. With his smooth vocals, ever captivating dance moves, and all around entertaining show, L is sure to open up a new genre of music for this generation and those to come.



The Question  
isn't who  
is going to  
let me,  
it's who is  
going to  
**STOP ME?**

-L Frost



# ACCOMPLISHMENTS

## PERFORMANCES:

### APPEARANCES:

2006 WORLD SERIES GAME 5  
(GOD BLESS AMERICA... WITH VARCITY)  
2009 ALL STAR GAME PRE-GAME SHOW  
(WITH GINUWINE)

### OPENING ACT FOR:

CHRIS BROWN  
USHER  
JUSTIN TIMBERLAKE  
NELLY AND THE ST.LUNATICS  
GINUWINE  
MISSY ELLIOT  
LUDACRIS  
BUSTA RHYMES  
CHINGY  
BOW WOW  
SUMMER JAM ALLSTAR TOUR  
(FEAT. DIDDY AND THE BADBOY FAMILY)

### WORKED WITH ARTISTS:

GINUWINE  
J-KWON  
EBONY EYEZ  
NELLY  
NIKKO SMITH  
JIBBS  
QUINCY JAGHER  
KRAVE  
MISSY ELLIOT  
CHRIS BROWN  
DARRIN HENSON  
OMARION  
CANDY GIRLS

## TELEVISION APPEARANCES:

- 106 & PARK
- FOX 2 / FOX 5
- CHARTER ON DEMAND
- GIRLS GONE WILD
- SOUL TRAIN
- MTV'S AMERICAS BEST DANCE CREW
- THE LATE SHOW WITH DAVID LETTERMAN
- ABC 30 - STL NOW

## MUSIC VIDEOS:

- AIR FORCE ONES (NELLY)
- BREATHE IN BREATHE OUT (ALI)
- AZZ IN YA FACE REMIX  
(EBONY EYEZ/TRINA)
- GINUWINE (LAST CHANCE)

## CORPORATIONS WORKED WITH:

MCDONALDS/ESSENCE MUSIC FESTIVAL  
2009,2010,2011  
DISNEY'S SHAKE IT UP

## COMMERCIALS :

HARRAH'S CASINO / AT&T  
NEW ERA HATS

## COMMERCIAL PRINT :

STEP UP 3D BILLBOARD  
REEBOK BILLBOARD IN TIMES SQUARE  
SPRINT APP WALLPAPER

## FEATURED ON:

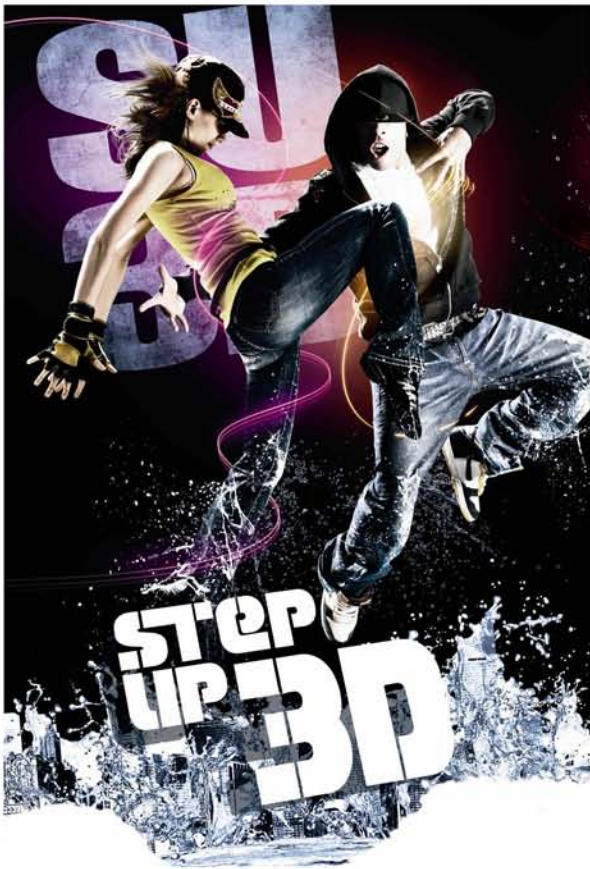
PAPER JAMZ PRO STAR MICROPHONE PACKAGE  
AMERICA'S BEST DANCE CREW \*BLUEPRINT CRU  
FLAG\* (AS ICON OF DANCE)  
ENGLAND MAGAZINE COVER  
WORLDSTAR HIP-HOP MUSIC BANNER

## WRITTEN MUSIC FOR ARTISTS/PRODUCERS:

LAMAR ASHE, EBONY EYEZ, AMANDA PARIS,  
TYDIS, WYSHMASTA, JO CAPO, JAYLIEN







TOP 10 LISTS

Top 10 Words of the '80s

**#1: Hip-Hop**

Merriam-Webster NEXT >

Just when you thought all music was starting to sound alike, along came the 'hip hop' sound of New York, thrusting the art of rapping into the limelight.... [It] promises to be the most popular music form since rock 'n' roll." — Jet magazine, May 27, 1985

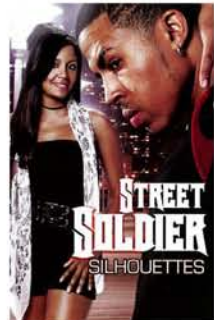
Originating in the South Bronx in the late 1970s, hip-hop went global by the end of the '80s.

So how did it get its name?

According to one explanation, the term pairs the *hip* that means "trendy" or "fashionable" with the leaping movement *hop*.

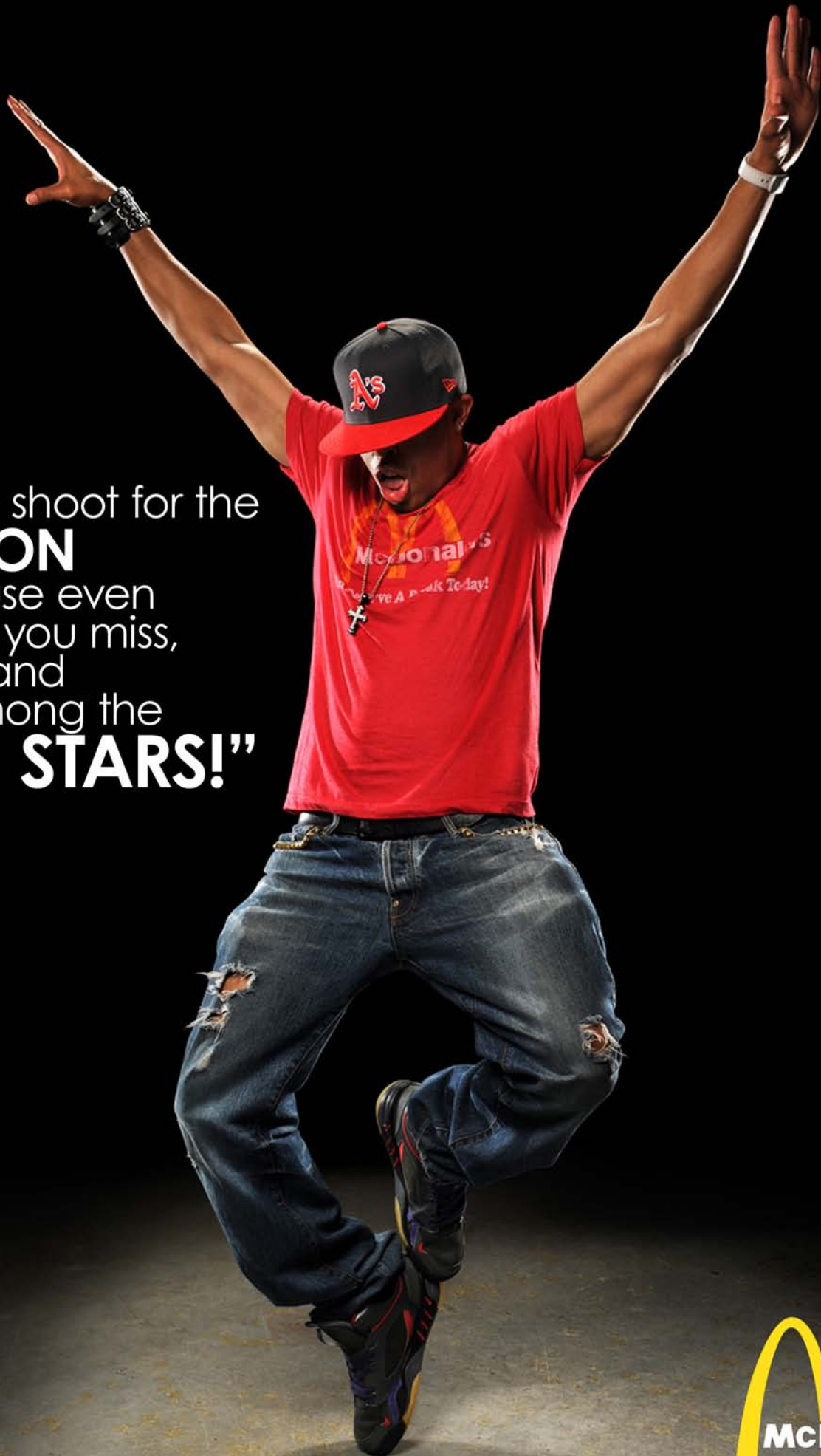
According to another, a member of the pioneering rap group Grandmaster Flash and the Furious Five was teasing a friend who was going into the army, repeating the *hip/hop/hip/hop* his friend would soon be marching to, and then vocally playing off that — in a way that later got incorporated into other songs and eventually gave the music its name.

Tweet Like 186 people like this. Be the first of your friends.





“Always shoot for the  
**MOON**  
because even  
if you miss,  
You land  
among the  
**STARS!”**





**"LIGHT IT UP" VIDEO**



**"NEW ERA COMMERCIAL" VIDEO**



**"BEAST (TRAILER)" VIDEO**



**"MAKING OF BEAST" VIDEO**





**L FROST**



**BOOKING INFO:**

**MUSIC PRODUCTION:**

JOE CAPO  
305-766-9225  
Joejcapo22@gmail.com

**DANCE & CHOREOGRAPHY:**

NIKIMA MCPHERSON  
316-616-7523  
lfrostbooking@gmail.com

**L.FROST CONTACT:**

314-397-6692  
thetalentkid@gmail.com

**twitter**

@MrLfrost

**You Tube**

Broadcast Yourself™



Personal Page: Ryu Frost

**myspace™**

[www.myspace.com/lfrostmusic](http://www.myspace.com/lfrostmusic)



**L**FROST



**CREDITS:**

PHOTOGRAPHY - STEVE GARNETT

GINO SANTAMARIA

VIDEO - STEVE GARNETT

PR/MARKETING: LAUREN GILLIAN

PRESS KIT DESIGN - KEITH KETCHAM (VSZNGRFX)