Senate Resolution No. 1467

BY: Senator PARKER

HONORING Corey "CL" Llewellyn upon the occasion of his designation as recipient of the Strategic Vision Award in Music Entertainment & Media Management by Young, Gifted, & Black Entrepreneurial Awards, Inc.

WHEREAS, It is the sense of this Legislative Body to recognize and commend individuals whose strategic vision, entrepreneurial leadership, and cultural influence have transformed industries, elevated creative voices, and expanded opportunity across media, entertainment, and business; and

WHEREAS, Attendant to such concern, and in full accord with its long-standing traditions, this Legislative Body is proud to honor Corey "CL" Llewellyn, music executive, media innovator, and entrepreneur, upon the occasion of his designation as recipient of the Strategic Vision Award in Music Entertainment & Media Management by Young, Gifted, & Black Entrepreneurial Awards, Inc., on Wednesday, February 25, 2026; and

WHEREAS, Founded in 2006 by Carl Gray, Young, Gifted, & Black Entrepreneurial Awards, Inc. is a nonprofit organization dedicated to recognizing distinguished individuals of color across the Americas, the Caribbean, and Africa, celebrating "Unsung Heroes and Heroines" whose leadership, resilience, and service have made a lasting impact across business, media, culture, and community development; and

WHEREAS, Born in Greenburgh, New York to Jamaican parents, Corey Llewellyn was raised within a strong family foundation that instilled discipline, cultural pride, and entrepreneurial confidence, shaping a trailblazer whose work would help redefine the relationship between music, technology, and marketing; and

WHEREAS, Entering the music industry at the age of 17, Corey Llewellyn distinguished himself early through relentless drive, creative insight, and strategic acumen, building a career that now spans more than 25 years of leadership in promotion, marketing, and media innovation; and

WHEREAS, His extensive professional resume includes senior and directorial roles at major music and media institutions, including National Director of Rap Promotion at Elektra Music Group, Director of A&R at Sony/Crave Records, Vice President of Promotions at Cornerstone, Associate Editor at Fader Magazine, and Co-Founder of Cornerstone's 1200 Squad, Cornerstone Mixtapes, and Fader Magazine; and

WHEREAS, As a co-owner of the independent record label American King, Corey Llewellyn played a pivotal role in the success of chart-topping artists, including MIMS, whose hit single "This Is Why I'm Hot" became the first rap song to sell more than one million ringtones, marking a milestone in digital music commerce; and

WHEREAS, Among his most enduring and influential achievements is the founding of Digiwaxx Media in 1998, an independent music marketing and promotions agency specializing in DJ culture, music innovation, and new urban culture, widely regarded as a pioneering force in digital music distribution and promotion; and

WHEREAS, Under Corey Llewellyn's visionary leadership, Digiwaxx evolved from an early digital content platform into a comprehensive online and offline marketing agency, serving major global brands including Microsoft, Monster Cable, PUMA, and ADIDAS, while preserving and honoring the core elements of hip-hop culture; and

WHEREAS, His strategic insight has helped bridge the digital divide within urban music, growing Digiwaxx into a dynamic multimedia ecosystem that includes a widely respected weekly DJ call, the "New Music Wednesdays" podcast, and an online radio platform that continues to influence music discovery and industry engagement; and

WHEREAS, Through innovation, mentorship, and cultural stewardship, Corey "CL" Llewellyn has consistently uplifted artists, DJs, executives, and creatives, shaping the future of music entertainment and media management while remaining rooted in authenticity and community; now, therefore, be it

RESOLVED, That this Legislative Body pause in its deliberations to honor Corey "CL" Llewellyn upon the occasion of his designation as recipient of the Strategic Vision Award in Music Entertainment & Media Management, and to commend his extraordinary contributions to music, media innovation, and entrepreneurial leadership; and be it further

RESOLVED, That a copy of this Resolution, suitably engrossed, be transmitted to Corey "CL" Llewellyn as an expression of the highest respect and appreciation of this Legislative Body.