

## Media Alert

**FOR IMMEDIATE RELEASE**

**UPnXtDJ Competition Spotlights Rising Youth DJs Ahead of DJX 2025**

*Submissions now open for nationwide contest; winners will perform live at DJX in Atlantic City.*

**Austin, TX, June 26, 2025 —** [**BASSBOSS**](https://www.bassboss.com/)**, a proud partner of the** [**UPnXtDJ Competition**](https://www.djxshow.com/upnxtdjcontest)**, announces that submissions for the 2025 contest are open and have been extended through July 8, 2025. As part of DJX’s nXt initiative — a program focused on nurturing the next generation of DJs through education and live performance — the nationwide competition gives youth under 18 a chance to showcase their talent behind the DJ decks.**

The competition, now in its third year, is open to anyone under the age of 18 residing in the continental United States. Submissions are judged by a panel of expert DJs, including DJ [K-Sprinkles](https://www.instagram.com/djksprinkles/?hl=en), with additional surprise guest judges to be announced soon.

The grand prize for the first-place winner includes a pair of Reloop Turntables, a Reloop Mixer, and a complimentary Intermediate/Advanced [nXt DJ Summer Camp class](https://www.djxshow.com/summercamp). The winner will also receive hotel accommodations at the Hard Rock Hotel in Atlantic City for themselves and a guardian, and the opportunity to perform on stage at the [DJX Show](https://www.djxshow.com/), the largest DJ expo in North America, taking place August 11–14, 2025, in Atlantic City, NJ.

Second and third place winners will each receive a Reloop Mixer and the chance to perform a DJ set at the DJX Show. The top 10 contestants will also have the opportunity to perform at the BASSBOSS booth during the event, gaining invaluable exposure and hands-on experience.

All contestants will receive two DJX Show Exhibit passes (one for themselves and one for a guardian), along with a lifetime subscription to DJ LIFE Digital Issues & Newsletters, helping them stay connected to the latest in the DJ industry.

“Having the opportunity to share their skills with the wider DJ community is invaluable for the next generation of talent,” said Lian Amber, CEO of BASSBOSS. “We can’t wait to hear what these young DJs are mixing in their shot at winning the contest!”

In addition to BASSBOSS, sponsors for this year’s event include the DJX Show, #NoChaser Kidz Café, Reloop, and Xone.

To learn more about the UPnXtDJ Competition or to submit an entry, visit:

<https://www.djxshow.com/upnxtdjcontest>

**About #NoChaser Kidz Dj Cafe**

The #NoChaser International Kidz Dj Cafe is a Philly program designed to educate and empower children to learn the fundamental skills of music and entrepreneurship through the art of DJing.

Learn More:

[www.intofieldsliveentertainment.com/kidsdjprogram](http://www.intofieldsliveentertainment.com/kidsdjprogram)

**About DJX Show**

Since its 1990 debut, DJX (DJ Expo) has continuously evolved its position as America’s largest, longest running, and most impactful gathering of the DJs in the Americas. DJX’s mission is to help harness the influence, innovation, technology, and opportunities for the DJ industry of the future by providing a platform that encourages collaboration on a global scale.

Learn more: [www.djxshow.com](http://www.djxshow.com)

**About BASSBOSS:**

BASSBOSS® Loudspeaker Systems are created for those who demand extreme performance, extraordinary sound, and unbeatable reliability. With studio-quality performance and mind-bogglingly intense bass, BASSBOSS creates dream systems for serious audio professionals who demand and provide the best. Designed to take years of rugged work, every BASSBOSS Loudspeaker is a complete system, including cabinet, drivers, amplification, and comprehensive processing.

Learn more:[www.bassboss.com](https://www.bassboss.com/)

Media Contacts:

**Hunter Williams**

+1 (518) 534-9170‬

hunter@hummingbirdmedia.com

**Jeff Touzeau**

+1 (914) 602-2913

jeff@hummingbirdmedia.com