

AMPLIFIED

DJs

Kenneth Allen and Amplified Entertainment Building Beats and Community

Amplified Entertainment crew photo courtesy of J Savvy
Photo of Kenneth Allen Artistic Stop

Amplified Entertainment and its founder Kenneth “DJ Kentot” Allen have put down roots in the soil of our community that go much deeper than rockin nightclub dance floors. The ubiquitous promoter and his DJ/promotion crew truly put community first. Their reward? Massive success and brand recognition. And other accolades pour in, as Reno News & Review’s Best of Northern Nevada Poll recently for named Amplified Entertainment “Best Promoter” for the umpteenth time in a row.

Popular gym owner and fitness expert Camie Cragg Lyman, raves about Allen’s community commitment in his business. “Ken Allen has been an influential man in the Reno/Tahoe

community while intermingling *music* which brings happiness and energy to each event that he works. Not only does Ken understand the beauty behind music and entertainment, we found that when he worked with us here at Camie Cragg Fitness that he understood how to connect people and personalities as well. Ken does a great job of radiating with passion and energy for his clients and community... CamUNITY will be forever grateful and appreciative of all that he has done!”

I caught up with Allen as he prepares for another jam-packed month of parties and community service.

Oliver X: What’s Amplified’s mission?

Kenneth Allen: Our mission is to unite our community through music! We strive very hard

to be the 5 Star brand who so many people refer to and entrust in for all of their entertainment needs.

Oliver X: Who is Amplified’s team and how did you build it?

Kenneth Allen: Our team consists of many passionate individuals who are considered family. Amplified is a very versatile brand with so many branches growing. It’s truly a blessing to have so much support within our community. In the past year, we’ve added our “Community First at Amplified” and “AmpliFit” brands to our arsenal.

We will continue to expand our brand and it’s resources to increase our overall reach throughout Northern Nevada.

Oliver X: What are the highlights of Amplified’s show calendar for the rest of 2018?

