

IN CELEBRATION WITH EVERYTHING MADE
WITH LOVE FOR THE LIFE OF



Darryl Peter
ALEXANDER, JR.
(DJ) AKA HOLLYWOULD PHRESH"

Sunrise
August 21, 1984

Sunset
October 1, 2023

*You already beat four trillion to one Odds being born a human so
why waste beating those odds not being great.
– Hollywould Phresh*



Thursday, October 12, 2023 - 4pm

UNITY FUNERAL CHAPELS, INC.
2352 8th Avenue • New York, NY 10027

Order of Service

Viewing: 2:00pm – 4:00pm

Funeral Service: 4:00pm

Musical Prelude.....Pastor/ Hollywould Phresh Beats

Processional

Selection

Scripture Readings

Prayer

Selection

Acknowledgements

Remarks

Obituary

Selection

Eulogy

Committal

Viewing

Recessional



FINAL DISPOSITION:

Oxford Hills Crematory

Chester, New York

Obituary

On Tuesday, August 21, 1984, two souls entwined into this world **Darryl Peter Alexander, Jr.** at 12:03pm and 3 minutes later Diandra Marie Faith Alexander was born to Brigitte Alexander and the late Darryl Peter Alexander, Sr. Born in Our Lady of Mercy Hospital in the Bronx, NY but raised in Harlem. DJ was the only boy to five sisters.

From an early age, DJ embodied Hustle Mentality. DJ started a seasonal cleaning business on 130th Street in conjunction to having a Kool Aide Stand right outside the building. At the age of 12, DJ found his passion for music alongside his twin sister, as they formed a group called “Gunz&Glamour”. DJ also started his own production group called “WoodRoc Ent”. In 2002, DJ graduated from A. Phillip Randolph High School and started working at Chase Bank, while still pursuing his passion in music. Following in his father’s footsteps, DJ picked up another talent of photography and poetry. Using photography, it helped mainstream DJ in Harlem and helped mode his career as an entrepreneur or in DJ’s words “Entreprenegga”. Booked out at private events, clubs, video and photo shoots, DJ designed his own website “phresh.com” and helped launch not only himself, but others to obtain generation wealth.

In 2002, DJ sold his first “nutcracker” drink at the African Day Parade in Harlem, and from that day on he became known as the “slush cracker King”. In the words of Hollywood Phresh “your event wasn’t popping or about nothing, if I didn’t pull up with my cooler”. Hollywood sold his drinks everywhere comfortably, and he would travel to HBCU homecomings selling his “slush crack drinks”. Naming it “Everything Made with Love Tour”. With the success of his drinks, Hollywood educated himself on finances. Creating LLCs on all his businesses: “Slushcracker, Everything Made with Love (EMWL) & Phreshnation”, investing in stocks, NFTs and cryptocurrency. Still connected to music and poetry, DJ continued producing music, writing music, creating beats for himself and others. In 2022, DJ published his first motivational book: filled with affirmational quotes and poetry to achieve success.

During the last year of DJ’s life, he became closer to all his family members/friends. DJ was a loving, caring and stand-up guy to all that knew him. DJ impacted a lot of people’s lives with his words and wisdom; he organized toy/thanksgiving/backpack drives. He mentored young boys in varies Harlem schools. DJ was well respected and mannered, growing up in a house full of women, DJ took on the role of being a sole protector of all women. He would make daily motivational videos to continue inspiring others. DJ’s heart was full of hustle and love.

On October 1, 2023, that Sunday morning God made the right call to choose Hollywood to make his drinks in heaven!

DJ leaves behind to continue his motivation journey: his loving mother; his grandmother, Emily (Gee-Gee); his sisters, Chante, Cheyenne, Diandra, Brittney and Ashlee; his nieces, Skylar, Chloe and Shaila; his nephews, Tylar and Chevy; five godsons; aunts, uncles and many cousins. Even though DJ was the only boy, DJ had many brothers, Chi’Ali, Paulie, Gerald, Nick, Dwight, Noel, Nyron, Steven, Ben, Steve and Andrew.

"My dominant goal in life is to live a life worthy of a story to be told that inspires and entertains others long after the higher power sanctions my return" – Hollywould Phresh



To My Son

I closed my eyes for but a moment and suddenly a man stood where my boy used to be. I may not be able to carry you now in my arms, but I will always carry you in my heart. You give me so many reasons to be proud of the man you have become, but the proudest moment for me is telling others that you are my son.

I love you now and forever, Mom & Dad!



Acknowledgement

The family acknowledges with deep appreciation all acts of kindness extended to them during this bereavement hour. May God bless you for all your thoughtfulness and concern.

2352 8th Avenue • Manhattan, NY • (212) 666-8300
1406 Pitkin Avenue • Brooklyn, NY • (718) 774-1023
1018 Prospect Avenue • Bronx, NY • (718) 542-3833



Clifford V. James, President & CEO
www.unityfuneralchapels.com
email: unityfc@aol.com

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God