

BIOGRAPHY OF CLIFFORD “BIG B.R.U.H” RILEY



Clifford Rudolph Riley Jr. was born on February 08th 1970, in Nassau Bahamas at the Rassin Hospital to living mother Louise Grant and deceased father Clifford Rudolph Riley Sr.

His love for music started from when he was a child. From going to church with the Burrows family, he became fascinated with the drums, key board and the guitar, even though he himself never learned to play any instrument, the love for music never left his

heart.

While growing up through John Road and listening to his mother’s old records like, “the Chuck Wagon Gang” “Johnny Ace” , Mahalia Jackson and many others, his love for music just grew stronger. As he grew up and came into his adolescent stage of life, his style of music changed to songs written by artists such as like, “Hall and Oats”, “Phil Collins”, “Paul Simon”, “Air supply “, “The Jackson Five”, “Donnie and Marie Osborne Show”, “Otis Redding”, “The Big Bopper”, “Chuck Berry”, “Elvis Presley” and so many more because of his love for music.”

As he continued to grow and his music taste expanded, he started to listen to more “Rap” and that is where his love for the hip hop rap style of music began. He began listening to groups like, “The Fat Boys”, “Curtis Blow”, “Force MD’S”, “Africa Bam Badda”, “Big Daddy Kane”, “Eric B Rakim” and “Heavy D”. He was often referred to as the Bahamian Heavy D because of his love for rap music and dancing.

As he continued to mature into a young man, he had to find employment to financially assist his mother. While still being a student at C.C. Sweeting Senior High School, he worked after school at the Sheraton Grand Hotel on Paradise Island as an on call Bellman. In 1986, the death of his older sister cemented his decision to leave school and continue to work to help his mother support the remainder of the family. He put school behind him and worked at the Sheraton Grand from 1985 until 1989. In 1990, he started working at The Carnival Crystal Palace, Cable Beach, as the golf course shuttle driver. During this time, it was there that he met three other gifted young men and they formed a group called ”Centerfold”.

With Centerfold, he travelled to the United States, performed at Sweet Waters in New York and also at a club called Chaz and Wilson. The group also recorded at Sugar Hill Record Studio in Inglewood New Jersey, where a record deal was offered to them in the amount of \$30,000 for a six year deal of which they declined.

On Centerfold's return back to Nassau, the group opened up for the Force MD'S at the Peace on the Streets Concert held at the Queen Elizabeth Sports Center hosted by Carlos Mackey. They also performed live at the Crystal Palace Ball Room at the 1st Miss Crystal Palace Beauty Pageant and also performed at the night Club at the Crystal Palace for the winner of the pageant. But the group Centerfold was short lived. The group dismantled, but Clifford continued to pursue music while building his craftsmanship.

His journey continued when he linked up with two young men who had formed the group called "Black Juice". They saw his love for the music and considered him to be an fit for the group because they shared the same passion.

So he became a member of "Black Juice" and with this group he opened up for acts like "Biggie Smalls" on June 6th 1996 at the Radisson Cable Beach Ball Room and also for Funk Flex, OutKast, Missy Elliott, Total and Bennie Man. The group also performed at the various night clubs around Nassau, also traveling to the United States to attend the different music conferences to learn more about how to market and promote their craft at home and in the United States. While in the United States at one of the conferences he had an opportunity to free style head to head with "Method Man" from the group called the "Wu Tang Clan".

On returning home the group decided to release an album which they did with the help of two other young men. The young men formed a movement which they called, "The S.O.E movement, which meant "The Soldier of the Earth" Movement. Their first single called "Lyrical Relaxation" was released, which became the number one single on all of the radio stations here in the Bahamas. The single was making head way over to the United States and cement the future of these young men in the music industry, but this was not to be.

After their "Album Release" party at Club Rock that was on the property that is now use for Fat Tuesday on the western side of the British colonial Hilton hotel, it seemed as if like the success was too much for them to handle so the S.O.E movement was dismantled. Black Juice group began to have its own battle as well so in 1999, after performing as the opening act for the DMX concert the members of Black Juice went separate ways and Clifford Riley otherwise known as Big B.R.U.H had to make a decision to give up his love and passion for the music, or reinvent himself as a solo artist and keep pushing on. He continued to press on, but he did not know then that it was all apart of God's plan. God knew that Clifford's life had a greater purpose and his gift would be used to give God all the glory.

Clifford's music journey continued he launched his solo career with the song "Situations be like Dat". He wanted to let the music industry in the Bahamas know that he had what

it takes to be a solo artist and create work that will generate a buzz in the music industry, and that he did because the Dj's was showing him plenty love with that song.

But he had another calling that was tugging at his spirit man, the Lord was calling him but he kept running. He had met a young lady from the United States who he thought would have been his wife but that was not in God's plan. During his travels back and forth visiting her, the Lord kept tugging at his heart but he still did not answer the call. Until on one of his trips to the United States while he was recording in the studio of Taylor Made Records in Lansing, Michigan, he realized he could not run no more. The producer wanted him to sing and write lyrics that his spirit man would not allow him to. He realized that was not the type of music he was called to do any longer, so he left to never return and his relationship with that young lady fell apart.

Clifford returned home and his journey continued. The Lord kept calling him but he kept fighting the call on his life. After the death of his earthly father, Clifford Rudolph Riley Sr. in 2001, for a season in his life many thought he had lost his mind, for even his own mother told him he needed to be put in an insane asylum. But the Lord never gave up on him, he was encouraged by a brother and friend Rodney Knowles and was embraced like a son from Pastor Arlington Moss. He went back to church and started to attend Temple Baptist Church, on a night out with brother Troy and the youth group in 2002 at the ASAPH concert the Lord really touched his heart and that is when the journey of truth began. Clifford, rededicated his heart to Christ and a new life he was given, but the mind still had to be renewed "Like the Bible says in Christ old things are passed away and all things become new". He sang in the choir at Temple Baptist which kept him in tune with the spirit of worship because he gained a love to worship God.

One evening working from Prince George Wharf in Nassau, he met in young lady who invited him to a service called Kingdom Invasion service, at the Barak school of Music in Ridgeland Park, at that time and the host was Ambassador Devon Rolle and his beautiful wife Yolanda Rolle. He then became a part of the group called "The Barak Movement" where he sang tenor and did all the rap and reggae vocals on the Album that the group later released on with his journey with them. He helped Ambassador Rolle, in building Kingdom Discipleship Centre Ministries International. In 2008, at the Bahamas Fest on Clifford Park, the Barak Movement was the only Bahamian ministry group to sing before several international recording artists such as Byron Cage, Donnie McClurkin and Mary Mary. Being a member of the Barak Movement, is where he met his Queen and Rib the woman that completed him Shakiel Riley formally Shakiel Mackey. She became his wife in on December 09th, 2008 and the mother of his three daughters Azariah, Asia and Amiah who was unborn at the writing of this bio.

Clifford also traveled with the Barak movement to the United States to minister in song in North Carolina, New York, Philadelphia, New Jersey and in the Florida area. It seemed his time with Barak was just to reassure him of the love the Lord has for him and that the gift that He gave him would make room for him once he honored God with it. So he left the ministry and soon after, he released his first solo gospel hit single entitled "The Lover of My Soul' Featuring Sammie Starr. It was nominated for a Marlin Award in 2014. He is also the author of the hit single "My Help" and both songs were ministered at FAMFEST 2012 and 2013. He also created another other single "Seed Spiller" which is a hit with the

women who don't appreciate dead beat fathers. He is now working several initiatives called C.O.T.S, Code of the Streets and Dream Big Movement. Through these movements he is using music as a tool to send a message to our youths and nations. He hopes the movements will affect change in the hearts, minds and spirits to build a better society and help persons prepare for the return of our soon coming King. He still operates in the hospitality industry as a independent taxi tour operator building his business called 'Kingdom Chariot'. The motto of his business is "the service that we give, let you know, that you are royalty". Big B.R.U.H does not know what the future holds for him but once he stays in tone with the Most High and follows the teaching of Yahshua Jesus the Christ, he knows that he will be a success. He will continue to serve God wholeheartedly and others until the breath leave his body, blessed love always.

