

Farley Flex

Farley Flex is best known as a judge on Canadian Idol, Canada's most viewed television show ever! During his tenure with Canadian Idol, Flex was referred to as one of, if not the most recognizable visible minorities in Canadian Media.

As the long-time manager of Canada's most successful rapper Maestro Fresh-Wes the team earned two Juno Awards and achieved several other music industry milestones and recognitions including platinum and gold selling recordings. Recognizing the need for Urban radio in Canada, Flex joined the Milestone Radio team in their successful effort to establish own and operate FLOW 93.5, Canada's first Black-owned and operated radio station. His tenure at Flow 93.5 included his roles as, founding Music Director, VP of Business Development and radio host.

Flex was named Media Personality of the Year and received the Special Achievement Award at the Canadian Urban Music Association Awards in 2006. With a tremendous passion for community development Flex has also gained international recognition as a social activist, master mentor and humanitarian. He is the 2007 recipient of the Harry Jerome Award for Entertainment and Community Service and the 2005 and 2009 recipient of the Bob Marley Community Role Model award for his work in communities and education.

Flex has done extensive work motivating youth in a wide variety of socioeconomic circumstances. His passion for inner city and other marginalized communities has made him popular in First Nations communities here in Canada and in regions as far away as the Caribbean and Africa.

Flex was awarded an Honorary Diploma in Broadcasting by Niagara College, where he also offered the commencement address in 2009. Just this year Flex received The Distinguished Man of Honour Award from the Black Business & Professional Association.