

Kenyan comedian Elsa Majimbo named African Social Star of 2020 at the E! People's Choice Awards

Kenyan comedian and internet star Elsa Majimbo has been named the African Social Star of 2020 at the E! People's Choice Awards. Nigeria's Dimma Umeh and South Africa's Zozibini Tunzi placed second and third, respectively.

Between 1 October and 23 October, E! engaged fans worldwide to vote in over 40 categories across TV, music, movies and pop culture. For the second time in the history of the ceremony, the E! People's Choice Awards opened a category dedicated to Africa. The other nominees in the African Social Star of 2020 category included Karl Kugelman, Sho Madjozi, Thuso Mbedu, Wian van den Berg and Lydia Forson.



The 19-year-old Majimbo, born and raised in Kenya, rose to fame this year when her satirical videos began to go viral on

the internet, receiving appreciation and applause from names such as Chrissy Teigen, Lupita Nyong'o, Usain Bolt and Jorja Smith. Since then, she has reached over one million followers on Instagram, collaborated with beauty brands such as Fenty and Mac and has been profiled by global media from *Vogue* to *The New York Times*.



#PeoplesChoiceAwards: E! Entertainment announces nominees for African Social Star of 2020

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On receiving her award, Majimbo said: “Thank you to everyone who voted. I’m so happy to have won, over the moon and through the roof!”

“ I WON THE E! PEOPLE'S CHOICE AWARD!!!!

I LITERALLY COULD NOT HAVE DONE IT WITHOUT ALL YOUR AMAZING SUPPORT!!!

A big thank you to [@eentertainment](#) for recognizing game 🎮🎮 pic.twitter.com/GCsCna6BJ7— Elsa Majimbo 🎮🎮🎮🎮
(@ElsaAngel19) [November 9, 2020](#) ”

The E! People's Choice Awards will be broadcast live from The Barker Hangar in Santa Monica on Sunday, 15 November, starting with Live From The Red Carpet at 2am CAT and the ceremony at 4am CAT. Both will be repeated throughout the following day on Monday, 16 November, only on E! (DStv Channel 124).

For more, visit: <https://www.bizcommunity.com>