

EFE wins Big Brother Naija reality show

15 April 2017

After 11 weeks of intrigues, tension, suspense, and a fiercely contested competition, Efe has emerged winner of the Big Brother Naija reality TV show, beating 11 other contenders.

Having surmounted all the hurdles and polled a whopping 57.61% of the overall votes, Efe has become a proud winner of N25m and an SUV courtesy MultiChoice Nigeria.

The show, which lasted 11 weeks, was aimed at identifying, nurturing, and promoting young talent to a wide range of viewers which cut across the African continent. After a 10 year hiatus, the show was repackaged to give more Nigerian youth the opportunity to showcase their talent to the world. The year's edition was hosted by former Big Brother Nigeria housemate, Ebuka Obi-Uchendu.

Managing Director, MultiChoice Nigeria John Ugbe, speaking on the show's finale said: "We are particularly excited about the fresh talent the Big Brother Naija platform has birthed. The buzz generated by the show has demonstrated its success as a platform that seeks to create stars and promote the spirit of entrepreneurship of the Nigerian youth."

"We commend all the housemates for their excellent showing, endurance and determination." Citing the fame and fortune that the BBNaija platform provides, Ugbe further urged all the housemates to take a cue from the positive examples of past housemates such as Ebuka Obi-Uchendu, Gideon Okeke, Katung Aduwak among others, in carving a niche for themselves in Nigeria's evolving entertainment industry.

Debie-Rise emerged the third runner up, TBoss the second runner up and Bisola the first runner up.

There were other wins for the night. TBoss won the least time in all Payporte games, while Bisola carted away the prize for having the best ONE campaign presentation for the education of the girl-child. TBoss was presented with a N500, 000 cheque and Bisola will join the ONE Campaign team in New York City for the girl-child education at the United Nations.

The grand finale was quite exciting as the live audience and viewers were treated to music from two of Nigeria's biggest music stars: 2Baba and Tiwa Savage who performed her latest single "All Over".

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