



RUFF KID WINS BEFFTA AWARD 2012

Zambian rap artist Ruff Kid has become the 2nd artist from Zambia to be awarded with the prestigious BEFFTA Award. Ruff Kid was nominated under the category for Best international Act at this year's BEFFTA awards where other nominees in the same category included Camp Mula, D'Banj, Cover Drive, Grace Galaxy and Zahara. It was later announced on the 27th of October during the award ceremony that he was the winner of his category beating out stiff competition. Ruff Kid says: *"This is all down to my fans and supporters, my management and I have been working tirelessly asking people to support and vote, and this is proof that every vote counts, and I am just grateful that people took the time to vote and support me, I am grateful to God for providing me with such an amazing opportunity and the BEFFTA Awards for recognising my work. This one is a dedication to my country Zambia; I hope I have made you proud."* The BEFFTA Awards which stand for Black Entertainment Film Fashion Television and Arts Awards are in their fourth year and were founded by Pauline Long, and aims at recognising the known and unknown within the black and ethnic minority communities in the UK and worldwide.

The prestigious awards were held in Golders Green London at the Hippodrum, where VIP guests included Sir Trevor McDonald OBE, who was awarded the Male Lifetime Achievement Award, DJ Abrantee of Choice FMs Afrobeats received the BEFFTA honorary Excellence Award. Also in attendance were, Lemar, Footballer Fabrice Muamba, Starboy Nathan and many more. The night was filled with glamour and inspirational individuals and great entertainment. With award winning comedian as host alongside BEFFTA founder Pauline Long the guests were kept entertained throughout the evening as the winners were unfolded.



Ruff Kid with BEFFTA Founder Pauline Long



Ruff Kid with Manager Elaka



L to R Elaka(Ruff Kid Manager) Lemar's associate, Lemar, Ruff Kid

This award is a benchmark for Ruff Kid as he has gained the recognition he deserves on an international scale for his hard work in the 10 years he has been in the music industry. With 2 national awards already under his belt, an international award is the perfect stepping stone to take Ruff Kid's music to the next level. His presence in the UK has not gone unnoticed as he was later invited to attend the GAB Awards (Gathering of Africa's Best) the very next day after receiving his BEFFTA Award. Ruff Kid attended as a special guest and performer at the GAB Awards held at the London Hilton hotel in Paddington, where Zambia was the theme of the awards.

With an extremely tight schedule ahead of him, the Effycom Productions signed artist promises not to disappoint his supporters as he works on new material and prepares to release two videos and a number of great collaborations, making his exit to the year 2012 an explosive one.

For more information and bookings contact management:

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Winner BEFFTA Award Best Event Promoter 2010 | Winner Promoter of the Year UKZAMBIANS Excellence Awards 2012

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