

■ SOUNDBITES

AMBASSADOR J LOEMBA

Ambassador J Loemba (LJ) is an Award winning Music artist (rapper, song writer, Record label owner), Inspirational Speaker, Entrepreneur, Radio/TV presenter, Philanthropist, Husband and Father of a beautiful girl, who's passionate about changing lives through the love of Jesus Christ and building communities.

He has worked, performed and shared the stage with well-known artists such as SA Idols' first winner Karin Kortje (South Africa's version of American Idol), CJay (SABC Crown Gospel Award 2013 winner), Neville D (Mzansi Gospel Award 2015 winner) , Chumani Ngojo (SABC Crown Gospel Award & Victory Award winner),Mano Juvane (2 x Nominee for Best Rap Album SABC Crown Gospel Music Award 2013-2014),Colin Mitchells (Winner of the Best Group Award at the Praise Gospel Music Award 2014) and many more in the Music industry.

He is the Founder of several organisations such as Christ Impact Records, M'FUMU Group(An Investment and service provider company),R.O.C League (an organization made of people from different walks of life that are passionate about using their talents, skills, time to rebuild their cities on the economic, social, morale levels.)

He has been nominated for several Awards such as Best Rap Album @ the SABC Crown Gospel Music Awards 2014, Best Outreach Artist @ the SABC Crown Gospel Music Awards 2014, which is the biggest Gospel Award Event in Africa. Ambassador J Loemba also won the Best Music Video/DVD Victory Award @ the Victory Gospel Music Awards 2014. His collaboration with Yves Mtt was also nominated for Best Rock Album at the Mzansi Gospel Music Award 2015

Ambassador J Loemba has been invited to perform at events such as Victory Awards 2014 which took place at Artscape (one of the best Art Auditorium in South Africa), the International Youth GANG Convention in the USA gathering thousands of young people, the AFRICA FASHION WEEK LONDON 2015 which is an international event covered by International Press houses such as BBC, Bloomberg Africa TV, London TV etc

Ambassador J Loemba also lent his voice has a Brand Ambassador for two brand new cold drinks of BRALICO Company called MBOKA COLA and SUKO ORANGE.

As the Host of the Christ Impact Show, Ambassador J Loemba has interviewed International Artists such as Donnie Mc Clurkin (Grammy,Stellar,Dove Award winner) ; Hezekiah Walker (Grammy Award winner etc), Neville D, CJay, Nwabisa Lisa (Founder of Victory

"And he saith unto them,
Follow me,
and I will make you
fishers of men"
Matthew 4:19 - KJV



Awards),Colin Mitchells, Sundae, the Number one Gospel Group in Europe called Exo Eclats, the Father of French Gospel Marcel Boungou who has worked and shared the stage with great Artists like Ray Charles, Ron Kenoly,CeCe Winans, worked with Hollywood (Lion King Movie sound track) and much more.

While he was still a teenager he already had his music on private and national radio and TV stations, became one of the most famous rappers and featured with the best rappers of his country even with one of the pioneers of the Hip Hop movement in Congo Brazzaville with whom they created a crew made of some of the best and well known rappers to record an album that was going to be submitted to a record label in France (2nd biggest Hip Hop Industry in the world) but he never finished

the project because his father sent him overseas to further his studies due to Social ,Educational and Economic instability caused by war.

One day, he met the famous South African musician Mandoza who is a recipient of several Awards, he was willing to give him a chance in the Music industry but Ambassador J Loemba didn't have his demo on him, Mandoza told him that an upcoming artist must always have his music on him. Since that day he always carries his music with him because he learnt that opportunities never ask for an appointment they simply show up.

Ambassador J Loemba, almost grew up as an atheist, the only thing he knew from his childhood was black, white and red magic. One night he was in the Baphomet star, the other at the Kouilou river bank calling up on Water spirits or doing voodoo with pygmies of Sibiti while young people of his age were busy sleeping or watching movies.

But all that changed the day he heard God's audible voice in the midst of his sinful life, that day was the beginning of a new journey.

When He got born again after the death of his Father, he decided to stop doing any music that promoted violence, misogyny etc

In 2007 he met and had a discussion with Multi-Grammy award winner and host of the Sunday best Show on BET from the USA named Donnie McClurkin, during which Ambassador J Loemba (LJ) was encouraged to use his music gift to touch souls and expand his preaching ministry to reach the masses. In November 2012, Ambassador LJ Pre-released his debut urban gospel album titled "FOLLOW ME" which has been well received both locally and internationally by the media [Radio (CCfm Radio, Paarl Radio, Atlantis Radio, CV Radio, Ikamva Radio etc), TV stations (SABC, ONE Gospel TV, FAITH TV formerly known as TBN Africa, CTV, Bay TV, Soweto TV etc), Newspapers, Internet] as well as listeners alike.

His music videos have been selected in the top 10 and also the Top 101 of the most requested and favourite music videos of 2013 on ONE Gospel TV (DSTV Channel 331), respectively.

The "FOLLOW ME" Album has won one Victory Award for Best Music Video/DVD and received 2 SABC Crown Gospel Music Awards Nominations for "Best Rap Album" & "Best Community Outreach Artist"

Ambassador J Loemba is currently working on a movie/Documentary and music project called N.M.V focusing on supporting the victims of violence, family struggling to pay their kids school fees and

Follow Ambassador J Loemba:

Twitter: @juro11

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Sound Cloud: Ambassador J Loemba

Reverb Nation: Ambassador J Loemba

Email: ambassadorlj@gmail.com / ambassadorlj@christimpactmedia.com

Website: www.christimpactmedia.com

YouTube: ChristImpactMedia

Instagram: @ambassadorjloemba

bringing awareness about the causes and consequences of crime/violence by inviting everyone to take action in order to stand against the violence that is destroying our communities and children.

This project is peculiar because the album, Documentaries and movie are made of Ex Gangsters, Ex Drug Addicts, Ex Prostitutes, teachers, parents, students, and communities' leaders and well known Gospel artists who can sing and act. Ambassador J Loemba has been promoting the NMV (No More Violence) Project several times in schools, Churches, during Concerts, on Radio Stations and TV channels such as Bay TV, CTV and many more.

He has already released two Episodes of the NMV Documentary Series, some of them have been broadcasted several times on DSTV and they are also available on Youtube.

Through the NMV (Album, Movie, Documentary) & ROC League, Ambassador J Loemba has been busy helping the Homeless people (giving them blankets, gloves, bibles, food etc), Gangsters, prostitutes and young people (students etc) in Township and suburbs; some of these activities are included in the NMV Documentary Series.

One of his songs "Invincible" has been selected to be broadcasted LIVE on one of the greatest Sport Channels in the World "Super Sport" during the EFC Fight of KnifeDidier VS Vermeulen.

Through Ambassador J Loemba Outreach Activities (in South Africa and overseas), several lives have been and are still being changed and inspired. ✦

