

DEBO ADEDAYO “MR MACARONI”

ABOUT ME

Debo Adedayo, popularly known as “Mr Macaroni”, is a Nigerian entertainer, content creator, performer and producer for film, television, radio, stage and online media. Beyond his creative work, he is known for his political and social advocacy - in particular, as one of the key faces of the #EndSars movement.

Hailing from Ogun state, Debo currently resides in Lagos, where he started his journey into acting in 2013 and has been growing his online presence since 2019. He has become a genuine, self-made celebrity with a following of about 10million and a reach of over 25 million across all his social media platforms.

Debo Adedayo has established himself as a well trained, hugely talented and highly disciplined actor. He obtained his B.A in Theater Arts from Redeemer’s University. He has showcased his acting talent in several credits on stage, in television soap operas and films, while working with some of the best known Actors, Directors and Producers across these media.

Debo has continued his work in promoting the arts by investing in upcoming talent and using his content as a medium to entertain, educate and inspire a better society.

BIOGRAPHY

- **FAMILY AND EARLY LIFE**

Adebowale Babatunde Ibrahim David Adedayo, popularly known as Mr Macaroni, was born 3rd May, 1993 to Mr Alao Adedayo, a Nigerian journalist and founder of the Alaroye newspaper, and Mrs Dorcas Adedayo, an educationist. Although indigenes to Ogun State, Debo was born and raised in Lagos with 9 siblings.

At home, both Christianity and Islam were openly practiced and influential in his upbringing - Debo is known to observe some religious practices native to both. As a member of the Seventh Day Adventist Church, Magodo, he would eventually meet Deji Adeleke, an influential business magnate that became an inspiration to Debo.

From a young age, Debo had a passion for acting. In his earliest memories of performing, he was known for comic impressions of his teachers and the charismatic evangelist, Chris Oyakhilome. His love for acting pushed him to feature in stage performances in church and school - of which he notes a memorable performance in primary 6, reenacting the Merchant of Venice play.

- **EDUCATION**

Growing up on Abebi Close, in the Ojota area of Lagos, Debo began his education at Tendercare Nursery and Primary School (1996 to 2002) which was founded by his mother. He then went on to Babcock University High School, Ogun State, where he completed his secondary education as Head Boy in 2009.

Debo's higher education was marked with repeated conflict with authority figures due to his outspoken nature - he attended 4 universities between 2009 and 2018. In 2009, he began studying Law at Lead City University, Nigeria, where it came to the faculty's attention that the school was not duly accredited for Law. Debo led a protest with his fellow students in response to this but left the school before any resolution was reached.

In 2011, Debo enrolled for a Law degree once again at Houdegbe North American University in the Republic of Benin. His stay was short-lived after he was involved in a physical altercation with a teacher. Insisting the teacher was at fault and refusing to apologize, Debo was set to face expulsion. He chose instead to follow his passion for performing by applying to study Theater Arts at Afe Babalola University, Nigeria in 2012. However, upon resumption, Debo was told he would have to register for an English degree instead. Insistent on Theater Arts, Debo had to change universities for a third time.

In 2013, Debo began studying Theater Arts in Redeemer's University, Nigeria where he would obtain his B.A in 2018. Debo's training as an actor and thespian was greatly influenced by Professor Ahmed Parker Yerima, the former Director General of the Nigerian National Theater and the head of Debo's Theater Arts department. Debo was consistently voted as the Best Actor of his set from his second year till his degree completion.

Debo's advocacy and inclination for leadership led him to occupy positions of authority such as President of Redeemer's University Students' Association (2017) and President of the Graduating Class (2017). In various capacities, he tirelessly campaigned for improved student welfare and against what he perceived to be draconian rules set by the University administration. Naturally, this caused a lot of friction with the school staff.

In 2017, just a week prior to his graduation, Debo was notified of his expulsion by the University and informed that his degree would be withheld. The administration had taken offense to a Facebook post that Debo had made. Speaking of an encounter with Wande Abimbola, an esteemed Professor and former VC of Obafemi Awolowo University, Debo implied that the meeting had more impact in his life than some of

the administrators and staff of his University. Legal action was subsequently sought by Debo and his family before he was able to obtain his degree and graduate in 2018.

CAREER

• OVERVIEW

Debo Adedayo is a Nigerian entertainer, content creator, performer and producer for film, television, radio, stage and online media. He is a self-made celebrity popularly known for his Nollywood acting credits and online content creation under the stage name “Mr Macaroni”. This moniker was an impromptu choice - as an extra on set for a comedy series, Debo was asked by the Director to provide a name for his character and thus Mr Macaroni was born.

As a highly trained Thespian and a lover of Drama, Debo ironically grew his following in 2019 by creating comic skits for social media. As of 2022, Debo has garnered over 10 million followers across Twitter, Instagram, Facebook, Youtube and TikTok with a reach extending to 25 million social media users. He is also credited for his acting and production in works for the stage, TV, motion pictures and online streaming.

Beyond his creative endeavors, Debo is an outspoken personality, tirelessly advocating for social and political justice. In 2020, he became a key face of the #EndSars movement and was eventually arrested and brutalized by security agents. Debo’s advocacy and love for humanity continues to be a key facet of his brand.

• ACTING

During his academic career at Redeemer’s University, Nigeria, Debo’s acting skills earned him minor roles in various Nollywood movies and TV series. His first memorable gig was in the Mistresses movie, produced by Halima Abubakar. He credits Wale Adenuga Productions and AK Media Concepts for helping him secure acting roles in his early career. Through their platforms, he featured in popular productions such as Super Story, Family Ties, Face to Face, Papa Ajasco and Nowhere To Be Found.

In 2017, Debo founded the Mr Macaroni Theater Troupe, a traveling team of performers that entertained at corporate, social and educational events. However, he was forced to put their productions on hold to build his personal brand.

• CONTENT CREATION

After graduating in 2018 as an acclaimed actor among his university colleagues, Debo was determined to establish himself in Nollywood with bigger roles but they weren’t forthcoming. Although he was constantly engaged for appearances as an

extra and other minor characters, Debo quickly got frustrated with a stagnant career and sank into depression.

Within this frustration, Debo drew inspiration from creators like Broda Shaggi, Maraji, CrazeClown, Taooma, Twyse and Lasisi, to launch his journey into content creation under the Mr Macaroni moniker. By late 2019, Debo had found a growing audience for his sugar daddy character, “Daddy Wa”, in his signature red agbada, and later developed “Professor Hard Life”, a caricature of typical Nigerian lecturers.

Debo’s Daddy Wa skits popularized catchphrases like “Ooin!”, “You’re Doing Well!” and “Freaky freaky” and are well loved for the “In-Law” series where Daddy Wa’s anxious-to-wed daughter brings home various comic suitors. Meanwhile, the Professor Hard Life character allowed Debo to collaborate with a wider range of creators and produce content relatable to a youthful audience.

Debo’s content takes a satirical and comedic approach to entertaining and educating society. Although Debo is a lover of drama, he quickly realized comedy is a more effective tool for his social and political advocacy, particularly via online media. By satirizing recognizable characters and social dynamics, Debo is able to entertain his viewers while addressing prevalent sociopolitical issues such as bad governance, civic responsibility and human rights.

Debo’s skits regularly feature entertainment industry veterans including Kanayo O. Kanayo, Sola Sobowale, Jim Lyke, Bimbo Ademoye, Lateef Adedimeji, AY, Falz and Mr P. He also often collaborates with other notable creators like Broda Shaggi, Oga Sabinus (Mr Funny), KieKie, Remote, MC Lively, Lasisi Elenu and Diva Gold.

#ENDSARS

Debo, already a vocal critic of the Nigerian government, was one of the first celebrity figures to lend their voice to #EndSARS - a youth-led movement denouncing the increased brutality of Nigerian security agents. On the 7th of October 2020, Debo, Rinu Oduala and a group of protestors staged a sleep-in in front of the Lagos House in Alausa, Lagos. After the demonstration went viral on social media, Debo and Rinu went on to become key faces of the movement with their continued advocacy.

Although spreading nationwide, the #EndSARS protests were concentrated in the city of Lagos. A climax was reached with the Nigerian Army shooting and killing peaceful protesters on the 20th of October 2020, in what is now known as the Lekki Toll Gate Massacre. With the government’s denial of these events and intention to resume tolling at the site of the massacre, another wave of protests kicked off under

the #OccupyLekkiTollGate movement in January of 2021, although on a much smaller scale.

Debo and numerous other protesters were arrested at Lekki Toll Gate, detained and brutalized by security agents till overwhelming public outcry and grassroots efforts enabled their release. Despite these traumatizing events and becoming a key target for political sycophants, Debo is still one of the Nigerian government's most influential critics.

In October 2021, on the one year anniversary of the Lekki massacre, Debo, Folarin "Falz" Falana and other key #EndSARS figures led a successful drive-by event at the toll gate in memory of the massacre victims. In November 2021, Debo vehemently rejected an offer from the Lagos State Governor Babajide Sanwo-Olu to participate in a peace walk, urging the government to implement the findings of the panel that investigated the Lekki massacre. Debo continues to fight for justice for the massacre victims and their families.

FILMOGRAPHY

MOVIES

YEAR	TITLE	ROLE
2022	The Perfect Arrangement - Dir. by Chinaza Onuzo Tade, a free-spirited scion of a respected political family, is living her best life and without a care in the world. Things get complicated when she develops feelings for Chidi (Pere Egbi), and Cheta (Bovi Ugboma), not knowing both are brothers.	Oba
	Day of Destiny - Dir. Akay Mason and Abosi Ogba Based on the mysterious adventures of two teenage brothers who travel back in time by 20 years to change the fortunes of the family.	
	Survivor - Dir. by Kayode Peters Gideon and Zacchaeus are two low income earning mechanics on a quest to become rich. Things take a turn for the worse after they become involved in a kidnapping.	Zacchaeus
	Gangs Of Lagos - Dir. by Jade Osiberu Inspired by real-life characters and centers on a group of friends (Obalola, Gift, and Panama) who grow up on the streets of Isale Eko.	

	Brotherhood - Dir. by Jade Osiberu	Adura
	Anikulapo - Dir. by Kunle Afolayan	Ajala
2021	Crazy Grannies - Dir. by Tope Alake and Kayode Peters Follows the hilarious adventures of three grandmas who decide to take a much-needed all-girls trip to a resort where they have the adventures of their lives.	Pastor Igbalode
	Ponzi - Dir. by Kayode Kasum Trusting residents try to pull off a desperate heist after a politician's long-lost son tricks them into a Ponzi scheme.	Uchenna
	Lugard - Dir. by Tunde Olaoye After his confrontation with John a notorious cultist on campus, Rotimi Oladipupo a medical student, finds himself in bed with the golden wolves.	
	Ayinla - Dir. by Tunde Kelani Tells the story of Nigerian musician, Ayinla Omowura, who used Apala music to address issues of the contemporary society - commending and criticizing various governmental and individual acts.	Bayowa

SERIES

TITLE	ROLE
Okirika	Alaga
Ile Alayo	Sweet Daddy
Flatmates	AK 47
The Johnsons	Casper
Super Story	Cameo
Family Ties	Cameo
Face to Face	Cameo
Papa Ajasco	Cameo
Nowhere To Be Found	Cameo

AWARDS AND NOMINATIONS

Year	Award	Category	Result
2018	Best of Nollywood Awards	Revelation of the Year – male	Nominated
2020	The Future Awards Africa	Content Creation	Won
	City People Music Award	Comedy Act of the Year	Won
2021	Net Honours	Most Popular Comedian	Nominated
	TrendUpp Awards	Force of Instagram	Won
	Afro X Digitals Awards	Influencer of the Year	Won
2022	Africa Magic Viewers' Choice Awards	Best Online Social Content Creator	Nominated
	Gatefield People's Journalism Prize for Africa	People's Newsmaker for Justice	Won
	TrendUpp Awards	Force of Influence	Won