



***FM Bole Toh Radio City***

## ***Be One and sing along this Independence Day with Radio City 91.1 FM!***

**Mumbai, 13<sup>th</sup> August 2015:** Come 15<sup>th</sup> August, the air will be filled with patriotism and the India's leading radio station, Radio City 91.1 FM will make sure it echoes the patriotic sentiment. Radio City invites listeners to become ONE as Indians more than anything else as India celebrates its 69<sup>th</sup> year of Independence.

To establish the fact that there are no differences in any community Radio City underlines a couple of examples. To accomplish the feat in its real sense, Radio City wants its 'city'zens to spot the differences in the different religions. All that listeners need to do is to host a family belonging to a community other than theirs, over for a day and try to find the differences between the two. When prices of vegetables go up, it doesn't affect just one particular religion and when it rains it does not just drench people belonging to a specific community. Similarly, when sadness descends, everyone sheds a tear and jump in exhilaration in the event of a happy news. All this happens irrespective of religion, race, caste, creed or community. At the end, everyone is human and Radio City wants to instill the same in the hearts of its listeners.

In South India, Radio City is the exclusive partner for the 'Lal Bagh Flower Show' in Bengaluru. On 15<sup>th</sup> August one prominent band that has been featured in the Freedom Hour will have the once-in-a-lifetime opportunity to perform Live for 2 hours at the Lal Bagh Bandstand. Radio City RJ's will also go on-air directly from the Bandstand. The activity promises to be high on celebrity quotient as well. Music director Anup Silin will be seen performing with his band and Upendra and Priyanka Upendra would also be gracing the event.

Taking the patriotism on the digital front, Planetradiocity.com will host several special on-air programming in lieu of Independence Day. Radio City Freedom, the web stream promoting indie artists across India will have Independence Day Specials starting 10 am onwards. Budding poets will come forth and mesmerize listeners with their own compositions on India. The stream will also have Radio City RJ's narrating some never-heard-before stories on our country. All this will be exclusively aired on the show Open Mic! The poem recitals will also be available on the different regional stations such as Radio City Hindi, Tamil & Kannada. For listeners who want to witness live streaming from Lalbagh on Independence Day, they simply have to visit Radio City Kannada.

Everyone would have heard stories on India's freedom struggle. They would have read on the numerous individuals who toiled and fought for India. Planetradiocity.com will bring to light the contributions and sacrifices made by the personalities towards the road to independence. On Radio City Fun Ka Antenna, the stream will play capsules called 'Swatantrata ke Sainani'. From the beginning of the freedom struggle to India's Independence in 1947, the capsules will give everyone a glimpse into the most important moments of the journey to India's Independence. So as Independence Day nears, prepare to host friends over and bond together while saying out loud with conviction, 'We are One'.

***Keep listening to Radio City 91.1 FM for further details.***

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### **About Radio City 91.1FM**

**Radio City 91.1FM** is India's first and leading FM radio brand. Promoted by **Music Broadcast Limited (MBPL)**, the private FM network has captured the hearts of millions of listeners across 21 FM stations in Mumbai, Delhi, Bangalore, Chennai, Ahmedabad, Pune, Hyderabad, Lucknow, Jaipur, Vadodara, Surat, Sholapur, Nagpur, Sangli, Coimbatore, Vizag, Ahmednagar, Akola, Nanded and Jalgaon.

Constant innovations, fresh ideas and concepts topped with a great mix of music are precisely what Radio City 91.1 FM has on offer. Radio City is dedicated to make itself heard and have their names etched in the minds of the listeners as the go-to radio station! With a wide array of on-air activities that are refreshed regularly and a great mix of music catering to audiences across all age groups, Radio City makes sure it looks after the interest of each and every one. By making use of state-of-the-art digital stereo FM, Radio City broadcasts its content to all its listeners across India without compromising on signal strength and signal quality!

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### **For further information:**

Aesha/Saif

[aesham@myradiocity.com](mailto:aesham@myradiocity.com) / [saifs@myradiocity.com](mailto:saifs@myradiocity.com)

+91 9819421220 / +91 9987869610