



***FM Bole Toh Radio City***

## ***Harvest happiness with Radio City 91.1 FM!***

**15<sup>th</sup> January, 2014:** The season of harvest is here and with it came the festivals that mark its arrival, Lohri, Makar Sankranti and Pongal. The country's leading radio network, Radio City 91.1 FM organized a series of activities across different cities to celebrate these festivals.

The skies are filled with kites on the auspicious day of Makar Sankranti and Radio City made sure that there are no empty spaces in the sky. In Mumbai, Pune, Ahmednagar, Lucknow, the network distributed thousands of Radio City kites, which the listeners could win by taking part in exciting contests. The distribution was not limited to on-air contests, even on-ground, Radio City promoters went on a distribution spree of the kites and *til-gul* laddoos!

Cities like, Ahmedabad, Baroda, Surat and Jaipur witnessed the Radio City Patang Party. A one of a kind activity, where listeners got to mingle with Radio City RJ's and fly kites, sway to some great music, eat and make the most of the festival! The Radio City Patang Party took place at Karnavati Club in Ahmedabad, VMC Ground in Baroda, Rainbow Club in in Surat and Pink Square Mall in Jaipur. With more than 8000 listeners attending the parties across the 4 cities, Radio City made sure everyone's happiness soared to newer heights!

In Bangalore, the date of the festival dictated terms. As the festival fell on 15<sup>th</sup> January, 15 gifts were given away every hour starting from morning 6 am and ending at 9 pm. Every hour, a celebrity gave hints to the listeners about the gift which they could guess and win. One listener who guessed the right answer was chosen at random and duly gratified. 15 hours, 15 gifts, 15 celebs, 15 smiling faces and 1 engaging contest kept Bangaloreans on the edge!

Lohri holds great significance for Indians, especially in the North. To make it more special, Radio City celebrated the festival with the people of Delhi. Radio City's RJ YuVi who hosts *City da Gabru*, the afternoon show was seen going to various households across Delhi and distributing Lohri hampers!

Spread over a course of 4 days, Pongal is a major festival in South India. As a part of the Pongal celebrations, Radio City dished out gifts to listeners on-air. Radio City RJ's played 'Jallikattu' with the listeners on-air that had three rounds of questions. With every passing round, exciting gifts were won with one daily winner laying claim to the Mega Prize!

With activities spread across the nation, Radio City 91.1 FM definitely took celebration to new levels!

*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 Private Limited** (MBPL), the private FM network has captured the hearts of millions of listeners across 20 FM stations in Mumbai, Delhi, Bangalore, Chennai, Ahmedabad, Pune, Hyderabad, Lucknow, Jaipur, Vadodara, Surat, Sholapur, Nagpur, Sangli, Coimbatore, Vizag, Ahmednagar, Akola, Nanded and Jalgaon.

Radio City 91.1FM offers a differentiated listening experience through melodious music to All SEC 12+ audiences across the nation. Aggressively looking at spreading the Radio City experience across the country, Radio City 91.1FM is committed to growing the market and creating superlative content for discerning audiences. Radio City 91.1 FM broadcasts round-the-clock using state of the art digital stereo FM for unmatched quality in signal strength, clarity and brilliance.

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