



Freedom turns 3 on 3rd July!

2nd July, 2015: Online radio dedicated towards **indie-pendent** music, **Radio City Freedom** will turn 3 on 3rd July 2015! **Planetradiocity.com**, India's largest web radio network, has planned some great activities as a part of the birthday bash!

As **Radio City Freedom** turns 3, **RJ 2Blue**, host of the show '**Off the Record**', on the stream, will take listeners through a roller-coaster ride encapsulating 3 years of awesomeness! RJ 2Blue will host the show '**Freedom Turns 3**' that will go on-air throughout the big day! Over the years, **Radio City Freedom** has been graced by some of the best in the indie scene across all genres. On its 3rd birthday, the stream will play snippets taken exclusively from the interviews of indie artists! Apart from that, you will get to hear '**indie**' moments that have been etched in the minds over the years. Interview snippets, artist testimonials, flashback moments, all of these with a heavy dose of indie-music will be played all day long.

Radio City Freedom has definitely come a long way in giving wings to indie-pendent artist and music in the country. From **3rd July 2012** till date, the stream keeps bringing out-of-the box initiatives in order to promote the indie-pendent artists and the **Radio City Freedom Awards** is a testimony to that. Not limiting itself only to the digital platform, the awards launched in 2013 was a major stride in recognizing the exemplary untapped talent that the country possesses! Radio City Freedom Awards have been the perfect launch pad for bands such as '**Enkore**' and '**Machas with Attitude**' who have now gone on and made big in Bollywood industry. In the first year after winning the 'Best On-Ground Property' at Excellence in Radio Awards in 2013. Radio City Freedom Awards has done it again this year by winning a Silver at WOW Awards for 'Digital presence for a property in experiential marketing'.

Being associated with the who's who of the indie-pendent music industry from various parts of the world is what makes Radio City Freedom unique! To add to the uniqueness, interactive segments such as '**Listening Party**', '**Anokha artist of the month**' etc. keep the listeners hooked on to it! This year Radio City Freedom took a step further to promote non-music Indie content on the station and kick started '**Open Mic**', which is a one of a kind platform for Indie artists like poets, storytellers & spoken word artists to showcase their talent to the world. It is definitely commendable the manner in which a 2 hour show has gone ahead and stamped itself as a full time

online radio stream available 24 X 7! So, as the stream turns 3, tune-in to celebrate indie-pendent music freely!

Log onto www.planetradiocity.com as the celebrations have just begun!

About PlanetRadiocity.com:-

Launched in August 2008, PlanetRadiocity.com is India's first Music Portal. Today it boasts of being India's largest Web Radio Network. The first web radio station Radio City Fun Ka Antenna launched in March 2010, offers 24 hours of uninterrupted streaming internet radio and Live RJ hosted shows. Apart from Radio City Fun Ka Antenna, PlanetRadiocity.com has 20 other web radio streams viz. Radio City Indipop, Radio City Freedom, Radio City Smaran, Radio City Hindi, Radio City Tamil, Radio City Malayalam, Radio City International, Radio City Love, Radio City Classics, Radio City Dance, Radio City Fusion, Radio City Kannada, Radio City Rock, Radio City Electronica, Radio City Ghazal, Radio City Metal, Radio City Sufi, Radio City Faith, Radio City Ishq & Radio City Rock. The website also features, news, videos, and access to Radio City RJs, shows, Radio City properties and exclusive scoops on celebrities at Radio City.

In June 2013, Radio City launched a, 'PlanetRadiocity' mobile app that plays Radio City Freedom, Radio City Electronica, Radio City Metal, Radio City Smaran, Radio City Wellness, Radio City Malayalam & Radio City Kannada. The app archives all the popular PPFs of Radio City like the hilarious Babber Sher which has a nationwide fan following. City centric features like the famous 'Punch Patela' (Bangalore) and 'Hunter' (Ahmedabad) can also be enjoyed through the app. Rare and exclusive videos of star visits to the Radio City studios along with Bollywood news, are added attractions.

For further information:

Aesha/Saif

aesham@myradiocity.com / saifs@myradiocity.com

+91 9819421220 / +91 9987869610