



FM Bole Toh Radio City

Radio City commemorates the Biggest Heroes of the Universe- Mothers!

~Engaging on-air & on-ground activities planned for listeners~

Mumbai, 8th May 2015: As International Mother's Day approaches this Sunday, Radio City 91.1 FM calls listeners to pay tribute to the biggest super-special hero- Mom! Presented by **India Gate Basmati Rice**, the campaign has various on-air & on-ground activities to engage the listeners.

Films form an integral part of our life & we live in an era where we connect reel life to real life! Taking a cue from this, in simple on-air contests, listeners can share thoughts and experiences on how their mothers resemble any of the Bollywood personalities. While some will be all sentimental like *Rajesh Khanna* in 'Anand' and some mothers define being uber-cool and fearless like *Chulbul Pandey* from 'Dabangg'!

Every mother is a superhero for every child and with the '**City ki Super Mom**' contest, listeners can proudly share stories on how their mothers doubled up as heroes for them. These awe-inspiring stories by the listeners will be aired the entire day only on Radio City 91.1 FM!

Apart from the on-air dedications, listeners can show-off their love by writing messages for their mother's on the '**City ki Super Mom Graffiti wall**'! These walls will be installed in select malls in Mumbai, Delhi, Bangalore, Pune, Lucknow, Ahmedabad, Hyderabad and Chennai & will serve as a perfect ode for mothers. The messages are bound to showcase the love, respect and importance that mothers have in our lives. '**City ki Super Mom Graffiti wall**' will definitely be the best public display of affection!

Taking the affection on the digital platform, Radio City will be hosting a contest on a special microsite dedicated to Mother's Day called '**City's Super Mom**'. Listeners can log on to - <http://www.planetradiocity.com/supermom> and upload a video or a picture that speaks a thousand words about the bond they share with their mom. The picture with the maximum number of 'likes' will win exciting goodies!

With WhatsApp becoming the go-to messaging platform, listeners can take the liberty of sending audio messages on the Radio City WhatsApp number, 09987789191. The messages will be played in a special show on '**Dedication Top 10**' on *Radio City Fun Ka Antenna!*

Commenting on the activities planned for Mother's Day, **Mr. Kartik Kalla, National Programming Head, Radio City 91.1 FM** said, "*Mothers are those individuals who rarely get the appreciation they deserve for the selfless efforts they put in for making our lives simpler. Through our special initiatives we are simply honoring mothers from all walks of life. 'City ki Super Mom' will give listeners a chance to showcase their love for their mothers. With the on-air thoughts being shared, stories being voiced and the graffiti wall in place, I'm sure it will be an apt tribute to mothers across India.*"

So, as Mother's Day fast approaches, Radio City 91.1 FM is definitely on its way to say a massive thank-you to *Maa*.

Stay tuned to Radio City 91.1 FM and log onto www.PlanetRadiocity.com for exclusive Mother's Day video and latest happenings in Bollywood! Like us on Facebook - www.facebook.com/radiocityindia - to participate in interesting contests!

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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