



***FM Bole Toh Radio City***

## **Spread the Love with Radio City 91.1 FM**

**Mumbai, February 13<sup>th</sup> 2015:** Radio City 91.1 FM is at it again! Never to miss out on a chance to please its listeners, India's leading radio network has lined up various activities for Valentine's 2015 that will lighten up the mood across the nation!

Often referred as 'Dilwalon ki Dilli', the city will gear up for 'Dil deke Dekho'. In an effort to drive awareness about organ donation, Radio City has partnered with Mohan Foundation, a leading organ donation foundation for this initiative. Through special shows & inspiring stories Radio City 91.1 FM will drive promotions to mark the day dedicated to love with the noble cause of organ donation that will go a long way in saving lives.

In Mumbai, the network is hosting a contest titled, '**TV ya Biwi**'. It will be a real test for the men as they will have to pick one between love and cricket! Girlfriends and wives across the city can nominate their better half who in turn will have to make a tough choice out of TV or Biwi. The ones who choose TV will stand a chance to win LED TV's while those who pick their wife will get to go on an all-expense paid romantic date!

Listeners in Gujarat will have a win-win situation! A Valentine's special activity, '**Cash ya Chutti**' will take place on-air! Listeners will get a chance to either win cash prize or have an all-expense paid holiday! All they have to do is, listen to Radio City 91.1 FM from 8 AM to 9 AM on 14<sup>th</sup> February and give out the correct sequence of songs played in that one hour to Radio City RJ's 9 AM onwards.

As Valentine's Day nears, the network with its noble causes and fun filled activities definitely proves its stand on keeping the listener's preferences in mind first. Hence for Radio City it is, 'City First Aap First!'

***Keep listening to Radio City 91.1 FM for more fun filled activities coming to your city!***

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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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**For further information:**

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