

# May Money Madness with LottoStar returns to KFM 94.5

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LottoStar and KFM 94.5's popular station promotion May Money Madness kicks off across the Cape this week.



The promotion, currently in its third year, offers listeners the chance to win their share of R600,000 every weekday from 10 to 28 May 2021.

Listeners can win big for themselves, while at the same time creating awareness for three Western Cape charities that focus on people's and children's health issues in the city.

May Money Madness with LottoStar on KFM 94.5 takes place from 3 to 28 May 2021.

"The biggest promotion, the biggest amount of money to give away on the Cape's biggest radio station! We are excited to bring May Money Madness back to the airwaves. The competitions start on-air on Monday, 10 May for a period of three weeks. Four listeners can win per day - one per show in every show from *KFM Mornings with Darren, Sherlin and Sibs* right through the day to *The Flash Drive with Carl Wastie*. KFM listeners are highly responsive to charitable causes and, this year, listeners will have the opportunity to do even more good," said KFM 94.5 station manager Stephen Werner.



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"We look forward to not only creating Western Cape winners but to make a tangible difference by raising a significant amount of money for our three profiled charities. We've added a twist to May Money Madness Reel Rush Edition this year - when a listener enters the competition and gets the call from the KFM 94.5 team on-air, the charity always wins. At the end of the campaign we will be able to determine the number of surgeries each of the charities will be able to perform. We are incredibly grateful to these organisations for the work they do and to the KFM listeners for taking part in this year's May Money Madness competition," commented LottoStar director Tasoulla Hadjigeorgiou.

For more information on May Money Madness with LottoStar, visit [www.kfm.co.za](http://www.kfm.co.za)

## About KFM 94.5:

KFM 94.5 is Cape Town's leading radio-driven multimedia brand. With the boldest personalities and the biggest shows in the Western Cape, we entertain audiences with the most music, fun, humour and life-changing moments. We connect people to their communities, to the Mother City, to the world and to each other. We truly are the soundtrack of the Cape, bringing you all your favourite music, all day long.

KFM 94.5 is your escape from adulting. Our audience of 943,000 turns to us for happiness and security and for an antidote to life's occasional 'suckiness'. We are committed to making a joyful difference in people's lives by helping them feel happy, connected and safe.

KFM 94.5. The Most Music. Feel Great.

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Source: BRC RAMS, Apr19 - Mar 2020.

## About LottoStar:

LottoStar (licensed by the Mpumalanga Economic Regulator) is a pioneering South African Bookmaker offering you the chance to bet on Your World of Live Games. Visit [www.lottostar.co.za](http://www.lottostar.co.za) for more information.

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