

# OFM to give away the summer of your life

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Central South Africa is abuzz with the news that OFM, the sound of your life, will be giving one lucky listener and their partner the summer holiday of a lifetime; a summer holiday in Las Vegas. This competition is in partnership with *The Citizen* and Emerald Casino and resort in Vanderbijlpark.



The listener and their partner will get to see Celine Dion live in concert at the Colosseum at Caesars Palace, and then meet Celine Dion back stage and stay at Caesars Palace for four nights! The promotion will run on OFM from 6 February. The prize is worth R 200,000.

"The summer of your life is this quarter's campaign on OFM. The campaign's intention is to include the South African summer into all that OFM's offers to its listeners and clients. We love summer; so we need to celebrate it. From the on-air content offering to the events and promotions that OFM activates in the market," says OFM's Group Marketing Manager; Nick Efstathiou.

Efstathiou adds: "With a time spent listening of over twenty one hours a week (TSL LSM 7-10 25-49 year old market RAMS 2011/04), measured against all available radio in central South Africa; we expect our listeners to be highly entertained and engaged on all our platforms that the promotion will be presented on; not just radio. These would include our webpage ([www.ofm.co.za](http://www.ofm.co.za)), mobile site ([m.ofm.co.za](http://m.ofm.co.za)), our Facebook fan page, twitter account ([@\\_OFM](#)), SMS service and through our print partner. The use of all available platforms demonstrates how connected and involved our listeners are in the OFM brand."

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## OFM Radio



OFM, is Central South Africa's premier commercial radio station, offering a mix of music, news and entertainment. The station serves the affluent SEM 7+ economically active marketplace with a broadcast footprint across the Free State, Northern Cape, southern Gauteng and North West.

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