

# The sound of your life heats up Central South Africa this July

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The sound of your life heats up Central South Africa this July with Mondays going gold and Rihanna taking over the airwaves with her own theme weekend.



Andre Kunz and Margit Meyer-Rodenbeck will host the breakfast special on OFM from 16 to 18 July 2014

Mondays glisten with the Atwork Network Gold. Listeners get their requests from the 60's, 70's and 80's played during this special edition of the popular Atwork Network.

Rihanna takes over OFM with her own theme weekend. Listeners can expect to hear her most popular songs, which include *Shut Up and Drive*, *Cheers* and *Unfaithful*. "Rihanna is a core artist to the OFM sound and we are excited for this powerhouse artist to own our airwaves from Friday 11 July," said Nick Efstathiou, the General Manager of OFM.

OFM has again signed on as media partner of the week-long Vryfees arts festival presented at the University of the Free State ground's from 15 to 20 July 2014. OFM presenters Johnné van Huyssteen and Yolanda Maartens, will present live from the festival on 17 and 18 July with Christie Hansen and Success Lekabe broadcasting live on 18 July.

Listeners can look forward to seeing 'The Bar' at the OFM Albert Wessels Auditorium. This is a tasty romantic comedy with a dash of spicy drama. This is one of many exceptional productions that will be on offer. Nick Efstathiou adds: "Arts and culture is a key listener interaction driver for OFM in Central South Africa. We pride ourselves in being one of the few commercial radio stations in South Africa that can boast media partnerships of four top festivals presented in Central South Africa for South Africa."

Margit Meyer-Rödenbeck joins André Kunz as host of the breakfast special on OFM from 16 July. She will be standing in for Anna Visser who will be presenting her own play at the annual Vryfees. Margit is best known for her role as 'Dowwe Dolla' and also launched Die Boer Restaurant Theatre Durbanville, with Jurge Human. "Margit has been a friend to OFM for many, many years and when we asked her to join us on the air for a few days as a presenter she jumped at the opportunity. We look forward to the humour she will bring to air," said Efstathiou.

OFM will celebrate the legacy of the Nelson Mandela on his birthday by dedicating 67 minutes on the day in packing food parcels for communities in need across Central South Africa. OFM presenters André Kunz, Johnné van Huyssteen, Yolanda Maartens, Natasja Jacobs, Success Lekabe, Shaxe Khumalo and Martin van der Merwe will assist in trying to pack at least 1,000 food parcels for the communities we broadcast to.

OFM have also concluded a content sharing agreement with Caxton Magazines. "Caxton Magazines are delighted to partner with OFM to maximise the synergy between our top selling Afrikaans magazines, *Rooi Rose* and *Vrouekeur*, and OFM. Both magazines are among South Africa's best known magazine brands and we see this as an excellent opportunity to share content," says Dejané Poil, Caxton Magazines Print Group Marketing Manager.

*Rooi Rose* is known for its high-end fashion, beauty and food features, as well as in-depth interviews with top South African personalities. *Vrouekeur* offers a weekly mix that includes celebrity updates, great fiction and tried and tested recipes. We look forward to being part of an excellent programme line-up on a weekly basis.

This July let OFM warm up your winter - playing good music all day; this is the sound of your life! For more info visit

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