

# Still the Year of Your Life with OFM

Issued by [OFM Radio](#)

28 May 2010

True to its *Year of Your Life* campaign for 2010, central South African radio station, OFM, is offering their listeners another unforgettable week.

According to communication executive, Hannika Struwig, the decision to adopt *The Year of Your Life* theme for the year was an easy one. "With 2010 being such a major year on the South African calendar, we want our listeners to share in the year 100%. We are selectively looking at our competitions, promotions, events and on-air content - all contributing to the *Year of Your Life* experience. So far, the year has been one of many celebrations - not just for the country, but also for our footprint. In addition, we've also been celebrating some personal achievements in the lives of our staff members."

Highlights on the station's calendar so far have been, to name just a few, the very successful Forbidden Fruit Music Festival; the various charity events (collectively raising more than R 300 000); the interactive Idols auditions in Bloemfontein and competitions such as the *Sound of Your Life*, receiving more than 25 000 SMS entries over the 10 day period of the competition. OFM also, according to the latest RAMS, celebrated a 13% increase in their listenership.

The station also recently introduced their new breakfast team - the Breakfast Club with Tim Thabethe. On a more personal note, the station welcomed little Kia Ann Thabethe to their family. Kia Ann is the baby daughter of breakfast presenter, Tim Thabethe, and wife Wendy.

Thanks to the new synergy between the presenters' on-air content and their blogs, ten of them are listed under the top 25 media and marketing blogs in the country. (Blog positions correct at the time of placement).

This week (24-28 May) kicked off with the premiere of the new Leon Schuster movie, *Shucks Tshablalala's Survival Guide to South Africa*. The premiere was hosted by Ster-Kinekor, Mimosa Mall and OFM on Monday night, and locals got the first peak at this long-awaited movie. The station is also continuing the on-air campaigns for the Vodacom *Voice behind Bafana Bafana* campaign as well as the PEP, Vodacom and OFM *Winter Warm Up* campaign.

The station will also present another successful theme weekend, with the SA Party weekend kicking off on Friday morning. The theme weekend ties in with the fact that OFM will soon release a CD called the SA Party album, which will feature the best of SA party hits from the past two decades.

Midday on Friday, golfers will tee-off at the Griffons Golf Day in Welkom and on Friday night, OFM will partner with PACOFS when songbird Nianell, and her new production, *Sand & Water*, will take the stage at the spectacular Sand du Plessis Theatre. From Friday to Sunday, the new kykNET music game show, *Kom ons Karaoke*, will host their auditions in partnership with OFM, for the central region at Coco C, Loch Logan Waterfront.

Struwig added that "it's been a jam-packed year so far, but the station has no intention of slowing down yet - the best is yet to come! We are already gearing up for the tenth MTN OFM Classic!"

For more information visit the OFM website at [ofm.co.za](http://ofm.co.za).

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#### OFM Radio



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