

Summer fun during beach roadshow with Algoa FM and Engen

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The search is on by Algoa FM for the top sandcastle artists in the Eastern Cape and along the Garden Route this summer season.



Running from Monday, December 15, to Sunday, January 4, the Engen Primax Unleaded and Algoa FM Summer Beach Hit Squad will be making some noise on 18 of South Africa's hottest blue flag beaches with great music, prizes and fun activities for families.

"It's our contribution to ensuring that the Eastern Cape and Garden Route remain top destinations for South African holiday-makers over the Christmas period, boosting and promoting tourism in our broadcast area," says Marketing Manager of Algoa FM, Toinette Koumpan.

Buckets and spades will be provided by the Algoa FM's Summer Beach Hit Squad and both young and the young at heart will then have to create their sand castle masterpiece. One winning entrant of a R2,000 Engen fuel voucher will be selected at each of the 18 beach activations and called live on-air on the day to receive their R2,000 Engen fuel voucher.

"We are on a mission to add some fun, action and excitement to our wonderful waves, sun and seashores by encouraging people to do some good traditional activities with their families and friends. With our increasingly digitally driven world, we forget these simple pleasures that often prove to be the most fun," says Koumpan.

Judging will be done by Algoa FM's Hit Squad, with winning photo sent to the DJ in studio. All the sand castle photos will also be loaded onto the Algoa FM website and the winning sandcastle on Algoa FM's social media sites.

There will be lots of additional prizes, vouchers and other fun beach items including beach balls, frisbees and beach umbrellas.

Algoa FM's Summer Beach Squad will be spotted on the following beaches starting Monday, 15 December: Nahoon, Gonubie and Bonza Bay Beach in East London, Kenton on Sea Middle Beach, Boknes Beach, Dolphins Beach in Jeffreys Bay, Plettenberg Main Beach, Buffelsbaai in Knysna, Herolds Bay, Hartenbos and Mossel Bay and concluding the roadshow for a four-day stay at Hobie Beach in Port Elizabeth.

Algoa FM's new Garden Route Drive-time presenter, Jacques Arendt, will also be broadcasting live from Hartenbos on the

29th and 30th December from 15h00-19h00.

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