

More music, more fun, more of the sound of your life on OFM

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There are new and exciting radio shows coming to central South Africa's number one commercial radio station in April. Some of the new radio shows on offer are: 'The Big Breakfast' with Martin van der Merwe, Duncan Bayne and Success Lekabe, 'Afternoon Delight' presented by Andre Kunz, 'Weekend Breakfast' with Johan Erasmus, and 'Saturday Sport' with WR van der Merwe.



The Big Breakfast with Martin van der Merwe will go to air from 6am on Monday, 4 April 2016. Van der Merwe has been the OFM afternoon drive show host for the past three years. He and his team, Duncan Bayne and Success Lekabe, have managed to creep deep into the hearts and minds of South Africa's most loyal radio listeners with their engaging, entertaining and sometimes "silly" radio show.

Says Van der Merwe: "I am lucky enough to be part of a team of young, ambitious, energetic people who love what they do and this positive energy will translate into a great content offering."

Afternoon Delight with Andre Kunz goes to air on the same Monday, from 4pm. His years of experience and energetic content creation adds value to the already impressive content on the radio station. He will be joined by Adrian Botha and Zelda Goetz. Adrian, a former television news presenter, joins the team from Cape Town.

Listeners will wake up to a new voice on weekends. Johan Erasmus joins the team with a dynamic and free-thinking radio style. He will present the show from OFM's satellite studios in Klerksdorp. Additionally, local talent WR van der Merwe joins the team from Potchefstroom as producer of Afternoon Delight and host of Saturday Sport from 4pm.

The sound of your life will add an additional 'At Work Network' - from two offerings to three, Mondays to Fridays. This popular music feature encourages listeners to request their favourite songs for a non-stop 30 minute payout on the station.

Weekends offer "your favourite songs to dance to". 'The SuperMix' at 7pm on Saturdays features the remixed versions of hits by Taylor Swift, Pitbull, Ed Sheeran, Justin Timberlake and Jess Glynne to name a few. The show is a three-hour non-stop mix of the world's most popular songs integrated with social media interaction.

Later the month OFM listeners will be able to enjoy the sound of your life on their made-for-listening OFM app. The app is currently available on the Google Play store.

2016 is the year for new exciting events in Central South Africa with OFM at the centre of it all. These include OFM partnering to present the first annual Free State OR Tambo Marathon. First to cross the finish line of the race will receive R 350,000 in prize money.

In partnership with the Free State Arts Festival, OFM will present the first Sound of Your Life IN Concert. An all-day music experience featuring Blackbyrd, Bobby van Jaarsveld, Majozi and Karen Zoid, amongst others.

Says Nick Efstathiou, OFM's General Manager: "On a daily basis we create a viable platform for clients to use as an advertising medium that is both engaging and entertaining for our listeners to consume. We do this with familiar hit music, compelling imaging, a passionate Breakfast Show with an on-air team that is passionate for every Central South African to connect with. We are a marketing partner and have the ability to action our listeners to buy and engage with brands. Changes to the lineup and the new event offerings are exciting and leads our objective of innovative offerings."

For more information on OFM's schedule changes, visit www.ofm.co.za

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OFM Radio



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