

Local radio station launches R2m giveaway

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Smile 90.4FM announces Africa's biggest radio cash prize



The Mother City's fastest growing radio station, Smile 90.4FM, is making history as the first radio broadcaster on the African continent to offer one listener the chance to win two million rand. The competition launches 7 October and will run until end November.

Known for their life-changing on-air and off-air initiatives, the local broadcaster's latest competition is taking things to a whole new level. "We know how tough it can be in our current economy to save for that dream home or put money aside for your child's education. We wanted to offer an opportunity that can literally change someone's life, by giving them a chance to win a really large sum of money," says Programme Manager, Naveen Singh.



Breakfast show co-host, Lindy Lehto, highlights the need for positive news and the station's mandate to keep South Africans in good spirits. "As a media broadcaster we have so much power to influence mood, and that's what we are all about. We are so excited to be the first to offer the biggest cash prize ever in South African radio. That's two million reasons to smile."

The competition is open to all South Africans over 18 years old and will involve a music-driven mechanism with a surprise finale. Details to be announced on-air from 27 September.

For more information visit www.smile904.fm.

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Smile 90.4FM



Smile 90.4FM is a bilingual radio station that offers entertainment, information and inspiration to the upper LSM Metropolitan audience of Cape Town.

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