



Astral Radio

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**Press Release**  
*For immediate release*

## **Astral RadioPlus Executes Largest Radio Promotion Ever for Sears National Great Day!**

**Montreal, December 11, 2012 – Astral RadioPlus, in conjunction with** Sears Canada is unveiling, today, the country's single largest ever radio/retail partnership promotion.

All of Astral's 84 radio stations across Canada are executing an on-air, online, on-site and mobile program in both official languages, rallying listeners behind **Sears National Great Day**, which takes place on Saturday, December 15, 2012.

Throughout the day of December 15th, live radio remotes from Sears stores will be aired in the Toronto, Montreal, Calgary and Hamilton markets. They will open with a welcome message from Sears President and CEO Calvin McDonald. Sears gift cards will also be given out to listeners during each live remote. As part of the promotional campaign, 30-second radio spots will be broadcast and several contests will be organized coast to coast, on-air and on-line on the different Astral Radio stations and websites throughout the country.

"This national cooperative endeavour is one of unprecedented proportions," says Dean Rutherford, Vice-President and General Manager of Astral RadioPlus. "Sears is a great partner of Astral Radio and huge supporter of the Canadian Radio Industry. We are thrilled to have the opportunity to showcase our team's agility and creativity in an effort to support Sears' holiday marketing endeavours."

"We are always trying to connect with our customers in new and innovative ways," says Sears Canada President and CEO Calvin McDonald. "Sears National Great Day will be a Saturday filled with extraordinary offers and benefits to make customers feel really special. Working with Astral Radio will help us get the message out, effectively ensuring we are able to optimize our reach and let customers know that we have a special day planned just for them. I also wish to thank our agency Vizeum Canada Inc. for helping facilitate media for this special event."

"A short lead time and massive station list meant that the Astral RadioPlus Media Creativity team sprang into action last week to execute this landmark program, along with Astral Radio personnel across Canada. Astral Radio is very proud to offer its business partner Sears Canada the opportunity to reach its 15,107,200 listeners across Canada" says Vice-President of Sales for Astral Radio, Mario Cecchini.



Client: Sears Canada

Agency: VIZEUM Canada Inc.

VIZEUM: Micheal Bispo - SVP, Managing Director and Laurie Ashton - Account Director

Astral RadioPlus: Dean Rutherford – VP, GM, Murray Christenson – VP Media Creativity, Melissa Morris – Director, Media Creativity, Shawn Hughes – Digital Account Manager, Media Creativity, Bailey Barbary – Sales Coordinator, Media Creativity.

**About Astral**

Founded in 1961, Astral one of Canada's largest media companies. It operates several media properties—pay and specialty television, radio, out-of-home advertising and digital media properties—among the most popular in the country. Astral plays a central role in community life across the country by offering diverse, rich and vibrant programming that meets the tastes and needs of consumers and advertisers alike. To learn more about Astral, go to [astral.com](http://astral.com).

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