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## Press release

For immediate release

### **Something big hits the London airwaves 97-5 Virgin Radio is London's all-new #1 hit music station**

**London, Ontario, August 17** - More hit music. More entertainment. More fun. As of now, the largest radio movement on the planet makes London its new home with the all-new #1 hit music station 97-5 Virgin Radio.

97-5 Virgin Radio will deliver the top 40 music format to London listeners with the true excitement and energy of the premium international Virgin Radio brand.

97-5 Virgin Radio will entertain London 24/7 with the biggest promotions, the best personalities – including star host Ryan Seacrest and Canadian DJs Angry Kids –, a new interactive web platform, a vibrant new street team and more. In the coming weeks, along with the hit music, Virgin Radio will be announcing a brand new talent line-up featuring what will undoubtedly be London's new #1 morning show.

“As Canada's largest radio broadcaster, our priority is to build strong brands across Canada and deliver to clients radio brands that go beyond their expectations. This brand's personality will enhance our agility and ability to offer our advertisers more opportunities to reach their clientele” commented Mario Cecchini, Senior Vice-President of Sales and Marketing for Astral Radio.

“The Virgin Radio brand will create unparalleled opportunities for advertisers in our community. It will shake up the London radio landscape, delivering a trend setting audience to our sponsors and clients via the airwaves and the web on [www.975virginradio.com](http://www.975virginradio.com)” said Dan MacGillivray, General Sales Manager at Astral Radio in London.

Founded in 1961, **Astral** is a leading Canadian media company. It operates several of the country's most popular pay and specialty television, radio, out-of-home advertising and digital media properties. Astral plays a central role in community life from coast to coast by offering diverse, rich and vibrant programming that meets the tastes and needs of consumers and advertisers. To learn more about Astral, visit [astral.com](http://astral.com).



**For more information:**

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