

# OFM - The sound of your summer

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The festive season is upon us and while most are looking forward to a few days of rest and relaxation, OFM - the sound of central South-Africa - will be going into overdrive!



OFM will continue to spread happiness and make dreams come true in OFM's Twelve Days of Goodness - changing lives in central South Africa.

The OFM Hitmobile will be at the Parys Christmas Festival from 4 to 6 December at the Afridome. Do all your shopping at the Christmas market, watch SA's top saddlebreeds and Hackney ponies, enjoy a vintage car exhibition and much more.

Our theme weekends will keep listeners travelling on those long, straight roads through central South Africa entertained. In December, we celebrate the best of Irish singer-songwriter Ronan Keating. Keating made his musical debut in 1994 as lead singer of the group Boyzone. He started his solo career in 1999 and released nine albums. He is also a judge on *The X Factor - Australia*. Later in December, OFM goes old school to play the music of one of the biggest bands ever in music history - The Beatles. They are the best-selling music artists in the USA, have had more number-one albums on the British charts and sold more singles in the UK than any other act and they topped *Billboard* magazine's list of the all time most successful "Hot 100" artists in 2008.

Those, who can't quite make it to the beach this December, will no doubt be thrilled by the next best thing. The final leg of the FIVB Mangaung Beach Volleyball tournament will take place at the Rose Gardens in Bloemfontein from 9 - 14 December. OFM will present two Hitmobiles from 9 December with a live broadcast on Friday, 12 December from 12pm to 3pm.

Throughout the festive season, OFM will continue to promote its "Driving while inTEXTicated?" campaign. The campaign has a new partner in the Association for the Physically Disabled (APD) who will present a few days of on the ground activation at the Loch Logan Waterfront in Bloemfontein. APD will ask shoppers to pledge not to text and drive while receiving donations and painting the thumb nails of those who pledge red.

In view of the increase in road traffic throughout the OFM footprint over the next few weeks, OFM will increase its traffic reports into early January 2015. The station will also present an all-day radio takeover highlighting the need for blood donations during this time. Presenters will encourage listeners and travelers throughout central South Africa to become a

"blood buddy" and to donate blood to potentially save a life.

OFM will officially launch the summer holidays and get a chance to meet those who travel through our province on Friday, 19 December when the station will broadcast from the all new Wimpy on the N1 South outside Bloemfontein. The Breakfast Special and Oppi Draadloos will broadcast live from the site, where OFM will encourage travelers to pledge not to text and drive. The rest of the OFM crew will be on hand to wash windscreens, while kids get a break from the backseat on the OFM jumping castle.

From Monday, 15 December, OFM will look back on all the highlights of the year on air. The Breakfast Special and Siesta will play out their best moments of 2014, while OFM News will recap The Year That Was.

As always, the music takes centre stage on OFM. So from the 16th until the 25th of December, the best Christmas hits will ring through central South Africa. From Monday, 22 December until Sunday, 4 January, OFM will present All Request Summer. From 8am to 7pm each day, listeners will get a say in the playlist by requesting their favourite songs via SMS.

OFM will end the year in style on Wednesday, 31 December when the presenters play the Top 100 songs of 2014. Finally, OFM will present the OFM Rocking Eve all request New Year's eve radio show from 10pm to 12am. The bubbly Isabel Venter will present the show and see out the old year from the OFM studios in Vanderbijlpark.

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#### OFM Radio



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