

# OFM celebrates 25 years with a three-month birthday celebration

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OFM, the sound of central South Africa for the past 25 years, begins a three month birthday celebration on 01 June 2011. The three month celebration includes events and radio promotions that will engage and entertain an audience who spend over twenty hours a week listening to their favourite radio station.

Some of the events planned include the golf experience road show crisscrossing central South Africa and presented in association with Vodacom in Upington, Magersfontein, Welkom, Ladybrand, Kroonstad and Stilfontein. "The golf experience road show objective is to take the radio station and its presenters to all corners of our coverage area. Towns on this road show are towns we would not necessarily be able to visit through the course of a year and we feel by doing this we can spend some face time and interact with our clients and listeners while having fun on the golf course", says OFM's Marketing Manager Nick Efstathiou. Old friends and familiar voices return to OFM each Saturday in June for once off radio shows. "The old voices are part of the history of this dynamic radio station and they are very excited to be back on air even for just one day", says OFM's program manager Tim Zunckel.

Other events planned for the three month birthday celebration include the popular OFM family fun day presented at the Windmill Casino and entertainment complex in Bloemfontein. The family fun day will include exhibitions, a children's play area, fashion shows and Jamali who will perform before Mel Miller presents an evening of comedy. In July OFM will countdown the Top 25 songs of the past 25 years in 25 days. "This promotion will be presented on all available platforms which our listeners use to enjoy and interact with OFM. This would be on air, on facebook and twitter, on their mobile phones, through SMS, online at [ofm.co.za](#) and through our ever popular OFM presenter blogs which still continue to rule the media and marketing sector on [amatomu.com](#)," says Efstathiou. He adds, "The promotion will conclude with the release of OFM's fourth album 25 years of hits brought to you by OFM".

The birthday celebrations will come to an end in August with OFM presenters Tim Thabethe and his breakfast club team visiting Vanderbijlpark, Potchefstroom, Kimberley and Bloemfontein with all day broadcasts from each city inviting listeners to join OFM's birthday celebrations that will last all day Friday. OFM, the sound of central South Africa for the past 25 years!



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