

Media agencies, make sure you get your Gagasi FM puzzles

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Gagasi FM, KwaZulu-Natal's largest black youth radio station, has embarked on a unique trade initiative that will not just raise awareness of its rapidly growing listenership but also help provide much needed educational toys to pre-schools serving disadvantaged children in KwaZulu-Natal.



Gagasi FM Trade Marketing Executive, Sindiswa Machi, explained that account managers would drop off puzzles at media agencies in Cape Town, Gauteng and Durban at the beginning of January. Teams from the agencies would be invited to enter a fun competition with a R2,000 cash prize.

"Although the competition has been designed to raise awareness of the towns we reach beyond Durban and Pietermaritzburg, it is also designed to reach out to needy children who are desperately in need of good education. That's why we are

encouraging media agencies not just to participate but to end the competition by signing, dating and even putting a message on their puzzles before returning them to their account managers to donate to pre-schools across the province," she said.

Sindiswa explained that the Gagasi FM Frequency man (GFM) would visit three KwaZulu-Natal towns over a three-week period between 20 January and 9 February. Contestants would have to guess the towns. Those that got all three correct when the competition closed on 13 February would be in line to win the R2,000 prize (two winners in each region).

"We are also celebrating the fact that, having recently acquired a transmitter in Glencoe, we now broadcast to Newcastle, Dannhauser, Dundee, Osizweni and surrounding areas. We have promised to meet the high expectations of our new listeners - and we boldly say that we are targeting two million listeners in 2014!" she added.

All Gagasi FM clients in media agencies should receive their puzzles by 17 January. Those that don't are requested to contact (031) 584 5300 in Durban, (021) 406 8900 in Cape Town or (011) 236 6604 in Johannesburg so that an account manager can deliver one to their offices.

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Gagasi FM is the number one commercial radio station in KwaZulu Natal to reach the black urban and peri-urban black youth.

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