

## New look for Lesedi

Lesedi FM launched its new logo at a gala dinner in Bloemfontein recently, attended by the Free State Premier, Ace Magashule and leaders from business, government, SABC and the media.

The new logo underscores the station's reinvention as cheerful and daring to be different. The new look is deeply rooted, fresh, relevant and contemporary. When unveiling the logo, the SABC COO, Hlaudi Motsoeneng used the opportunity to encourage the station to continue to unearth local music talent. SABC recently made a decision to play 90% local music in all its 18 radio stations. Premier Magashule congratulated the public broadcaster for introducing changes that impact positively on people's lives.

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