

28 years of the sound of your life

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Today, 2 June 2014, central South Africa's premier commercial station OFM celebrates 28 years on air - and it will be a day to remember!



Says Nick Efstathiou, OFM General Manager: "OFM's birthday is a day of celebration! Not only are we celebrating in studio and on air, but our listeners are also getting a chance to celebrate with us. We are hugely excited about all the activities planned for today and we hope to inspire the same excitement among our loyal listeners and everyone that is part of the OFM family."

Birthday celebrations start this morning with André Kunz and Anna Visser during The Breakfast Special. They and the rest of the daytime presenters are playing their favourite songs - all day long! In addition, all presenters are spending the day together in studio, celebrating as the OFM family.

Nothing says "celebration" quite like a big bunch of balloons and these won't be in short supply today. Balloons were released at 8am and 9am from the roof of the CMG building. OFM is also filling the studio with balloons and there will be plenty of pictures of the presenters having a good time on all social media.

OFM listeners are also getting a slice of the cake - literally! OFM has fifteen birthday cakes to give away between 9am and 5pm and it will be up to the presenters to decide who gets to have cake. The OFM Hitmobile will take care of delivery.

One lucky listener also has the chance to win twenty-eight hundred rand, or R2,800 in cash. Listeners will be entered into the lucky draw by sending an SMS with the word "birthday" to 36OFM, or 36636. The winner will be announced by Martin van der Merwe on Siesta, just before 5pm.

A birthday is nothing without a party, and OFM is having its birthday party with the children of Sunflower House. The 11 children at Sunflower House all have life-threatening and life-limiting conditions. We are excited about bringing some OFM magic and joy to the lives of these special children. Each child will receive a present, and there will be cake, face-painting and everything else you expect at a great birthday party!

One of the highlights of the day, is undoubtedly a mascot race in Mimosa Mall from 12.30pm. The two OFM mascots - Odette and Oscar - are challenging the Free State Rugby Union's Cheetah mascot, the Free State Cricket Union's Knight mascot, as well as a tiger, pig, rabbit, panda, chicken and monkey mascot to see who "takes the cake". The race is being broadcast live on A Slice of Life, the mid-afternoon show with Yolanda Maartens, who is also running a poll to predict who will win!

Finally, there is no reason for anyone to feel left out of the celebrations. Everyone in the OFM family - listeners, advertisers and other stakeholders - is part of the party thanks to regular updates on social media, including Facebook ([OFM, the sound of your life](#)) and Twitter ([@OFM9497](#)), as well as on the OFM website (www.ofm.co.za).

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