

# Radio out of the box for silly season

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Algoa FM radio personalities abandoned the comfort of their air-conditioned studios to take radio "out of the box and onto the beach for the annual Eastern Cape and Garden Route summer season," says Algoa FM PR and CSI manager Dohné Damons.



The popular Summer Tour saw the Algoa FM Vibemobile play music while the DJs interacted with beachgoers and gave away branded items on behalf of advertisers on a total of 30 beaches from East London to Mossel Bay between 18 and 31 December.

"Capitec and Coca-Cola took advantage of the partnership offered by the Algoa FM team to reach out to customers on a personal level," says Damons.

Seven lucky beachgoers each received one thousand rand in Capitec vouchers with the Capitec Live Better Summer Tour sand castle competition.

Following the sand castle competition, fun-seekers were able to get physical at the Coca-Cola and Algoa FM Summer Beach Roadshow.

Winners were rewarded with Coca-Cola novelty items.

Listeners were kept informed of all the on-the-ground action with live crossings that delivered all the details of the entertainment, activities and giveaways on offer.

"The feedback we received is that the crossings helped add to the holiday vibe in the Eastern Cape," says Damons.

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