

Smile 90.4FM nominated for two Liberty Radio Awards

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Smile 90.4FM, Cape Town's fastest growing radio station, has been nominated for two prestigious Liberty Radio Awards.

We are honoured to be nominated in the *Community Project* category for the **Smile Water Warriors Project**. When the water crisis reached its most critical level in Cape Town in 2018, Smile 90.4FM Water Warriors united Capetonians like none other campaign had ever done. The Water Warriors was more than a campaign, it was a movement that galvanised Capetonians not only to save the most precious commodity – water – but also created a mindset shift in our behaviour! Thousands of people joined the public group on Facebook, taking the pledge to make every drop count.

“As one of the youngest stations playing in the commercial space, I am delighted that we are able to take an active role and get acknowledgement for our efforts through achieving two nominations. The Smile 90.4fm family worked tirelessly and were 150% committed to making a difference to the water crisis through our Water Warriors Campaign. To receive this acknowledgement means a great deal to us all.” – Smile 90.4FM Managing Director, Lois O’Brien

The Honest Truth with Benito Vergotine and Christine Wessels, received a second nomination in as many years nominated in the *News and Actuality Show* category. In an era of fake news and where ‘truth’ is debated, the Honest Truth aims to facilitate an honest and frank discussion that has the potential to keep our listeners accurately informed and entertained about the topical issues and trends of the day.

“The honest Truth continues to challenge the norm and provide our listeners the opportunity to make informed decisions. It’s fantastic to see the brilliant work done by Benito, Christine and the team is being appreciated by their peers and the industry.” – Smile 90.4FM Program Manager, Naveen Singh.

Our broadcasting philosophy is based on the values of optimism and positivity. We fully embrace the mandate we have - to entertain **and** add **real value** in the lives of our listeners – putting smiles on their faces!

- **‘Tis the season to tune in: Smile Christmas is back!** 30 Nov 2023
- **Smile FM pledges to help 10,000 people find jobs by Christmas** 19 Sep 2023
- **Ryan O'Connor to host Smile FM's breakfast show** 24 Apr 2023
- **Who will it be? Smile FM reveals the date** 18 Apr 2023
- **Smile FM celebrates 10 years with big changes** 4 Apr 2023

Smile 90.4FM



Smile 90.4FM is a bilingual radio station that offers entertainment, information and inspiration to the upper LSM Metropolitan audience of Cape Town.

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