

We are one! East Coast Gold celebrates birthday with cash prizes

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Excitement is building amongst the East Coast Gold team ahead of our first birthday today, Wednesday, 4 November.



We're celebrating the milestone by rewarding listeners with cash prizes every hour from 6am until 7pm – to thank them for being part of our first year.

East Coast Gold's Project Head, Diane Macpherson, says it's been a great year for the internet radio station. "We've been overwhelmed by the response from our listeners. They're extremely engaging and invested in our Classic Hits station and are wonderful ambassadors, helping to grow our audience by word-of-mouth."

You can win just by listening to East Coast Gold. Keep an eye on our [Facebook](#) page as well for more chances to win.

East Coast Gold's success can also be attributed to its quality radio content, which has been curated by field experts East Coast Radio (ECR), and its strong lineup of experienced presenters.

The station plays the biggest hits from the '60s, '70s and '80s, with genres ranging from rock to disco to pop to jazz.

"You'll be hard-pressed to find a wider variety of hit music being played anywhere else, and with up to 18 songs an hour, we're all about the music," says Macpherson.

East Coast Gold won a Radio Award at the 2020 edition for our weekday breakfast show, Gordon Graham's More Music Breakfast Show, which was named Best Internet Radio Show.

Seasoned radio personality Damon Beard, who was with ECR for 28 years, now hosts the *East Coast Gold Drive Show* from 1pm-5pm. Jane Linley-Thomas and Graham present their shows from KwaZulu-Natal while the legendary Alex Jay is in Gauteng. As the station grows, from Monday, 9 November, the much-loved Dave Guselli, another legend in South African radio, will be joining the team!

East Coast Radio's Programming Manager, Zane Derbyshire, says he can't wait to see what the team produces over the next year.

"This is a passion project for each one of us who work on it and in the coming year we want to turn East Coast Gold into South Africa's number one online station for listeners who love classic hits from the '60s, '70s and '80s. This market is underserved and the products on offer don't compete with what is being produced in the pop/adult contemporary space. With our stellar lineup and world-class music product, I believe many listeners, across South Africa, will make the switch to East Coast Gold in the coming year."

Macpherson agrees: "If the '60s, '70s and '80s are your favourite music decades, we challenge you to sample East Coast Gold for a few hours. We're confident you'll become a regular listener!"

East Coast Radio's Managing Director, Boni Mchunu adds: "East Coast Radio has always been a trailblazer in business and continues to pursue innovative projects in order to drive business growth. To the entire East Coast Gold team, congratulations and well done. We look forward to many more years of success."

Have you gone gold yet?

Listen via the ECR app or on www.ecr.co.za/ecr-gold-listen-live/. We're also on various other platforms, including Alexa (just enable the 'East Coast Gold' skill); [MyTuner](#); Radio Garden; [Iono.fm](#), Radioline or [OpenRadio](#).

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East Coast Radio



East Coast Radio is KwaZulu-Natal's number one; for hit music, for inspiring content, for updated information and for making memories. East Coast Radio is a brand as energetic and vibrant as the people from the East Coast of South Africa.

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