

OFM cooking up a storm in central South Africa

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OFM, inspiring listeners to live the real good life in central South Africa, is looking for the dishes that make central South Africa salivate! The *Real Good Recipe Book* seeks to showcase central South Africa's favourite recipes.



The book will feature our OFM presenters' favourite dish, along with the old family recipes, new creations, gourmet masterpieces and fast food fixes our loyal listeners love. The book will feature six categories, namely beef and lamb; pork and poultry; venison; fruits, nuts and vegetables; dairy and eggs; and maize and wheat. Each of our presenters will make a video preparing their favourite dish in a specific category. The video's QR code will be printed in the book to watch later.

Says Lindiwe Mtwentula, OFM marketing manager: "Central South Africa boasts some of the country's best agricultural produce and we want to know how our listeners like to turn this bounty into memorable meals. As always, there will be prizes up for grabs. Should your recipe be selected as the best, you will be awarded the grand prize of a R30,000 Checkers voucher. Lockdown brought out the chef in all of us. Now is the time to turn your top recipe into cash!"

In addition to the R30,000 grand prize, all entrants stand a chance to win a number of spot prizes of R500 in Checkers vouchers. Should you be drawn, called live on air and have a Checkers Xtra Savings card, your voucher will be doubled and you could walk away with a R1 000 Checkers voucher. Plus, should your recipe be chosen to feature in the book,

you'll win R1,500.

To enter, go to the OFM website at www.ofm.co.za, click on *The Real Good Recipe Book* link, and upload your recipe and photos of your tasty dish, as well as photos of your family. Entries close midnight on 6 December and the grand prize winner will be announced on 19 December.

Who is OFM?

OFM is Central South Africa's premier commercial radio station offering a mix of music, news and entertainment.

The station serves the influential SEM 7-10 market with a footprint across the Free State, Northern Cape, southern Gauteng and North West. The brand is synonymous with the people of central South Africa and covers the full spectrum of listeners: from urban youngsters to retired pensioners, from working moms and dads to successful professionals, from rural communities to agricultural producers. As such, OFM offers a number of niche features – including an agricultural programme, agri news twice a day, entertainment and sports features.

Our audience is incredibly loyal and supportive and as such OFM enjoys one of the highest instances of time spent listening to the radio in South Africa. OFM is part of the Central Media Group with its head office located in Bloemfontein and a studio in Welkom.

Find OFM at www.ofm.co.za.

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