

Algoa FM video takes the lead for charity

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Algoa FM's Single Ladies music video is currently leading the pack in the Vodacom Connect to Fame promotion's Radio Celebrity Challenge. This means that, the station could be giving five deserving charities in the Eastern Cape their share of a five hundred thousand rand cash prize.

The station's charities were chosen to ensure that the entire footprint area was covered and include the Oosterland Youth Centre, the Down Syndrome Association and CANSA in Port Elizabeth, St Bernard's Hospice in East London, and the Grahamstown Area Distress Relief Association. Programme Director Alfie Jay comments: "We are delighted at the response thus far. It is wonderful to realise that the conversation we share with our audience each day can transcend to a digital platform and capture the imagination of the country."

Incredibly, over two thousand votes, and counting, have already put the station's music video way ahead of the entries from ten other radio stations, this competition highlights the power of regional radio and Algoa FM's ability to interact with it's loyal listeners.

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