

# OFM to give away an experience of a lifetime

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Central South Africa is abuzz with exciting news that OFM will give away a *sound of your summer* experience in Las Vegas in partnership with Emerald Resort and Casino worth R120 000.

A lucky listener and a partner could be jetting off to Las Vegas to see the legendary Elton John perform live in his *Million Dollar Piano* concert at Caesar's Palace. This prize includes five nights' stay at the Emerald Resort and Casino in Vanderbijlpark, four nights' stay at Caesar's Palace as well as flights and entertainment.

On air, weekdays from February 18, OFM will play snippets of Elton John songs. Various call-to-action adverts will be used to inform listeners what to listen out for. When they hear the snippet, they will then send an SMS to 36636 (R1.50/SMS) to be in the draw to become a finalist. There will be 20 finalists over the two weeks of the campaign. A winner will be announced on February, 28.

Except for on air, the *sound of your summer* campaign will be promoted across all of OFM's touch points including our webpage ([www.ofm.co.za](http://www.ofm.co.za)), mobi-site ([m.ofm.co.za](http://m.ofm.co.za)) and our Facebook and twitter accounts ([@OFM9497](https://twitter.com/OFM9497)).

According to OFM Communications Manager Tumi Sefemo, the summer campaign is now in its second year. The campaign celebrates the essence of being a South African. South Africans love summer and what better way than to give our listeners an opportunity to experience summer in a city renowned as a major holiday destination?

In 2012, OFM through a similar campaign, the *summer of your life*, made the dreams of Maureen Louw come true when she dashed off to Las Vegas to see Celine Dion perform live.

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## OFM Radio



OFM, is Central South Africa's premier commercial radio station, offering a mix of music, news and entertainment. The station serves the affluent SEM 7+ economically active marketplace with a broadcast footprint across the Free State, Northern Cape, southern Gauteng and North West.

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