

Radio out of the box for silly season

Issued by [Algoa FM](#)

26 Jan 2018

Algoa FM radio personalities abandoned the comfort of their air-conditioned studios to take radio "out of the box and onto the beach for the annual Eastern Cape and Garden Route summer season," says Algoa FM PR and CSI manager Dohné Damons.



The popular Summer Tour saw the Algoa FM Vibemobile play music while the DJs interacted with beachgoers and gave away branded items on behalf of advertisers on a total of 30 beaches from East London to Mossel Bay between 18 and 31 December.

"Capitec and Coca-Cola took advantage of the partnership offered by the Algoa FM team to reach out to customers on a personal level," says Damons.

Seven lucky beachgoers each received one thousand rand in Capitec vouchers with the Capitec Live Better Summer Tour sand castle competition.

Following the sand castle competition, fun-seekers were able to get physical at the Coca-Cola and Algoa FM Summer Beach Roadshow.

Winners were rewarded with Coca-Cola novelty items.

Listeners were kept informed of all the on-the-ground action with live crossings that delivered all the details of the entertainment, activities and giveaways on offer.

"The feedback we received is that the crossings helped add to the holiday vibe in the Eastern Cape," says Damons.

" Algoa FM bolsters its presenter lineup 23 May 2024

" Tune into the Eastern Cape and Garden Route lifestyle with Algoa FM 12 Apr 2024

" Algoa FM commits to Buffalo City with new shows and more 20 Feb 2024

" Algoa FM opens Garden Route studio 7 Dec 2023

" Algoa FM Big Walk for Cancer attracts close to 12,000 walkers 15 Nov 2023

Algoa FM



Algoa FM is the leading media house connecting people and companies from the Garden Route to the Wild Coast and inland through the Karoo through radio and online channels.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>