

Algoa FM wins the Vodacom Fame radio challenge and gives to charity

Issued by [Algoa FM](#)

3 Aug 2009

Algoa FM, the Eastern Cape's much-loved radio station, has 'out-danced' and 'out-voted' ten other radio stations nationwide to win the Vodacom Fame radio challenge with a whopping 55.59% of the votes.

This energetic radio station-with-heart wins a grand prize of R500 000 from Vodacom which they will donate to the following five charities: Down Syndrome, Grahamstown Area Relief Distress Relief Association, St Bernards Hospice in East London, CANSA and Oosterland Youth Centre.

The Vodacom Fame radio challenge allowed fans of East Coast Radio, Kaya FM, Algoa FM, Gagasi FM, Good Hope FM, Heart FM, YFM, Metro FM, O FM, 5 FM and Jacaranda FM to vote for their favourite stations' dance video.

Comments from Algoa's loyal listeners included "Algoa FM's video's the best!!", "My vote goes to Algoa" and "Algoa still rocks" and they were even encouraged by local press to win for Port Elizabeth!

"A big congratulations to Algoa FM and their listeners who brought home half a million Rand for their five charities of choice," says Enzo Scarcella, Vodacom South Africa's Managing Executive for Marketing.

"The response to the radio challenge has been overwhelming. The entries from all stations have been of the most amazing standard and I would like to thank all the stations for the spirit in which they participated in this challenge. Also a big thank you to all the thousands of voters who have made this charity drive so successful and who prove that the internet really can make you famous!

The radio challenge is part Vodacom's national competition to rocket one lucky South African into stardom. The winning video clip of the Vodacom Fame 'Single Ladies' competition will star in Vodacom's next television commercial and earn the winner a fantastic cash prize.

Any aspiring celebrity can video record their own version of the 'Single Ladies' dance sequence and post their entry on the Vodacom Fame website, www.vodacomfame.co.za or on the mobisite, m.vodacomfame.co.za. The public will vote for their favourite video clip on the website, either from a PC, MAC or WAP-enabled cellphone. Right from the start the entrants will be building up a real fan base. In addition to all the attention, the winner's video clip will feature in the final Vodacom Fame advertisement in September, and walk away with a great cash prize of R300 000 and a Samsung cellphone.

The competition, which kicked off on 8 July will close on 31 August 2009. The first runner up will receive R50 000 and the second-runner up R20 000. Each week the video with the most votes will win R10 000, and each week a randomly selected voter wins R5000. All these winners will also each receive a Samsung cellphone.

For more information on Vodacom Fame, simply go to www.vodacomfame.co.za or visit the mobisite on m.vodacomfame.co.za.

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Algoa FM



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