

## CULTURAL MOMENT



**CELEBRATING 1 YEAR LIVE ON-AIR BRINGING LOCAL RADIO TO THE TOWN OF MOUNT FOREST AND NORTHERN WELLINGTON AND SOUTHERN GREY!**

**88.7 THE RIVER PROVIDES A WIDE VARIETY OF MUSIC, LOCAL NEWS, WEATHER, COMMUNITY EVENTS, LOCAL ADVERTISING AND CULTURAL INFORMATION IMPORTANT TO RESIDENTS AND VISITORS. WITH AN AVERAGE OF 30,000 LISTENERS STREAMING ONLINE ON A MONTHLY BASIS, MANY LOCAL BUSINESSES ARE UTILIZING THIS MEDIUM TO PROMOTE THEIR BUSINESS'S PRODUCTS AND SERVICES.**

**88.7 THE RIVER RECENTLY HELD A SURVEY OF LISTENERS AND THE RESULTS HAVE SHOWN THAT MORE FEMALES LISTEN TO 88.7 THE RIVER THAN ANY OTHER RADIO STATION IN THE AREA. THE BEST TIME TO ADVERTISE IS BETWEEN 6AM-4PM, WHEN OVER 60% OF THOSE SURVEYED SAY THEY LISTEN ON A REGULAR BASIS. BY ADVERTISING WITH THE RIVER, 70% OF MOUNT FOREST CONSUMERS CAN BE REACHED.**

**LOOK FOR 88.7 THE RIVER'S NEW PERMANENT LOCATION AT 238 MAIN ST N IN MOUNT FOREST!**

**TUNE IN WEEKDAYS AT 1PM FOR TOWNSHIP OF WELLINGTON NORTH MUNICIPAL UPDATES!**

**PROMOTING LOCAL ORGANIZATIONS AND VOLUNTEER PROGRAMMING, COMMUNITY EVENTS AND HIGHLIGHTS + MORE!  
REACH LOCAL CONSUMERS AND PROMOTE ALL OF THE GREAT OFFERINGS AVAILABLE IN WELLINGTON NORTH!**