

# OFM celebrates the best of pop in Poptober

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OFM is living the real good life in central South Africa this month as it celebrates the world's biggest pop songs in Poptober.



Every Wednesday, OFM will put these iconic songs on our playlist and encourage our listeners to share their music memories. From 8am to 6pm a pop double play will feature on OFM's playlist once every hour along with a fun fact about the songs. Lucky listeners, who share their pop music memories also stand a chance to win R1,000 on Wednesdays during the Poptober payout.

Says Lindiwe Mtwentula, OFM marketing manager: "Pop music originated in the 1950s in the United States and United Kingdom. To this day, it remains the most commercial and most accessible of all the music genres. From Michael Jackson to Maroon 5, Carly Simon to Christina Aguilera, Shania Twain to Ed Sheeran – we love them all and we will play their music this month! Tune in, dance to the beat and win yourself some cash in the process."

To enter, Telegram the song and the memory it awakens to 084 222 9497 (data rates apply).

Listeners can access every week's playlist at [www.ofm.co.za](http://www.ofm.co.za).

## Who is OFM?

OFM is Central South Africa's premier commercial radio station offering a mix of music, news and entertainment.

The station serves the influential SEM 7-10 market with a footprint across the Free State, Northern Cape, southern Gauteng and North West. The brand is synonymous with the people of central South Africa and covers the full spectrum of listeners: from urban youngsters to retired pensioners, from working moms and dads to successful professionals, from rural communities to agricultural producers. As such, OFM offers a number of niche features – including an agricultural programme, agri news twice a day, entertainment and sports features.

Our audience is incredibly loyal and supportive and as such OFM enjoys one of the highest instances of time spent listening to the radio in South Africa. OFM is part of the Central Media Group with its head office located in Bloemfontein and a studio in Welkom.

Find OFM at [www.ofm.co.za](http://www.ofm.co.za).

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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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