

Most Interactive Radio Station in the UK Launches

Submitted by: My Social Radio

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A new radio station that mixes music, social media and competitions launches today.

My Social Radio (<http://www.mysocialradio.com>) is an internet radio station which listeners can tune into via a digital stream, and can also interact directly with the station via the internet and social media. Listeners can chat with presenters, enter competitions to win luxury prizes and vote for playlists online and via a smartphone app.

The output includes live presenters, news and daily shows in its programming. Based in the UK, the target listenership is a UK and US ABC1 audience aged between 25 and 34 years.

An early signing to My Social Radio is Gary King who has hosted shows on several of the country's best known stations such as: BBC Radio 1, Virgin Radio, Capital FM London and more recently Jazz FM (UK). The line up also includes Pat Sharp, Rick Dees and Ashleigh Whitfield.

iLaskov Studio Brighton produced the launch imaging package including vocal and voice over jingles using jingle vocalist Kim Chandler.

My Social Radio is owned by UK entrepreneur Nick James, based in Reading, Berkshire.

Ends

Notes to Editors:

For further information or to arrange an interview with Nick James, please contact Alison Rothwell on clientservices@somuchbetteronlinemarketing.com , 07549 532689 or visit <http://www.mysocialradio.com>

My Social Radio Presenters and Programs

Totally '80s and Totally 90's - Gary King

the American Chart Show - Rick Dees

Retro Chart Years - Shaun Tilley

Weekend Vibe - Pat Sharp

Paul Hayes

Ashleigh Whitfield

The launch competition listener prizes include a Louis Vuitton handbag and an Iphone 5