



## **92.7 BIG FM INVITES MUMBAIKARS TO CELEBRATE FLAGS OFF THE 11<sup>th</sup> EDITION OF BIG GREEN GANESHA**

*BIG FM to promote and reward listeners with Green Ganesha idols in a 10 day long contest on their Facebook page.*

**OR**

## **92.7 BIG FM KICKS OFF THE GANESH FESTIVAL FERVOUR; ANNOUNCES 11<sup>th</sup> EDITION OF BIG GREEN GANESHA**

**Mumbai, 12<sup>th</sup> September, 2018: BIG FM, one of India's largest radio networks,** kicks off this year's Ganesh festivities with the announcement of the 11<sup>th</sup> edition of its award-winning initiative, **BIG Green Ganesha**. With each passing year, the eco-friendly brainchild of the network has always reinforced the absolute necessity for environment conservation and sustainability. Gaining immense popularity since the time it laid its foundation in 2008, the campaign this year, will be spearheaded by BIG MJ Anirudh who is sure to entice listeners across the 10-day long festivities.

Speaking on the occasion, **BIG MJ Anirudh** said, "While the Ganesh festival is celebrated with much fanfare by the Mumbaikars every year, there has been a burgeoning need to spread awareness around protecting the environment. 92.7 BIG FM's green initiative has played a significant role in urging people to adopt eco-friendly Ganesha idols instead of large colorful idols which harms the environment at large. The network's conscious efforts promoting environmental sustainability is truly commendable and I feel extremely proud of being able to contribute to it."

In order to make a conscious effort of keeping the environment clean, this year's BIG Green Ganesha associated with kids from various NGOs to create eco-friendly Ganesha idols. A workshop at BIG FM studio in —Mumbai was organized where exceptionally talented kids from the NGOs crafted Ganesha idols through unique techniques of clay moulding. The radio channel looks forward to empower the next generation with an art that is not only worth learning but will also teach them the importance of protecting the environment. In addition to the programming line-up, spread across 10 days of the Ganesh festival, BIG MJ Anirudh will engage audiences and devotees with special on-air and digital contests. With a thought to promote adoption of eco-friendly practices as a part of their celebration, **BIG FM urges listeners to upload a photo/video of their Green Ganesha idol to stand a chance to win exciting gift hampers and vouchers. ~~vouchers from Dnear.~~**

In the past many celebrities have extended their sincere support to the campaign and this year BIG FM is blessed to have been supported by the legendary veteran singer **Asha Bhosle**, who applauded BIG FM for the concept. An ardent worshiper of lord Ganesha, the melodious singer urges people to consciously adopt idols that are eco-friendly in nature and contribute their bit in retaining the environment safety.

The radio network enters the 11<sup>th</sup> year of its long-standing association with the magnanimous **Lalbaugcha Raja** and is proud to be the only official radio presenter on board. Like every year BIG MJs will host their shows live from a studio booth set up at the pandal attended by lakhs of Mumbaikars sharing real time updates; giving listeners insights into the grandeur of the festivities. Levelling up the innovation and living up to the network's proposition of more music promise, a dedicated jingle on the theme of the

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festival is specially curated by JAM8; a music production house by renowned music composer Pritam Chakraborty.