



## 92.7 BIG FM's RAMKY BIG Green Ganesha Campaign goes social

### *Launches Facebook application to facilitate online awareness*

**Mumbai, 23<sup>rd</sup> August 2011:** 92.7 BIG FM, the country's largest FM radio network who recently rolled out the RAMKY BIG Green Ganesha Campaign to reinforce the importance of celebrating the festival in an environmental friendly fashion launched an innovative Facebook application so that people who cannot spare the time doing their bit for the environment can spread the message of going eco- friendly. Thus the facebook application will support this eco friendly initiative which has been gaining popularity with each passing year & currently is in its 4<sup>th</sup> year.

Ganesha Chaturthi is of the biggest festival celebrated with much fanfare across several states in the country. However, while we celebrate, we very often forget the toll it takes on the environment. In this case, the immersion of plaster of paris Ganesha's and water contamination. This is the same water used later for drinking and domestic purposes. Therefore this year 92.7 BIG FM took it upon themselves to educate the people on the harmful impact PoP idols can have on our environment, where water bodies lie polluted for weeks on end because of the sheer number of idols immersed. This Facebook application will encourage people to make their own Virtual Ganesha and spreading the message.

This application is designed in such a fashion so that those partaking in this online social initiative will be completely involved. To begin with a person will land on the 92.7 BIG FM page when they click on the application. He or She will then be able to proceed the moment they click 'Like'. They will also see the silhouette of a Ganesha on their screen. They can now share this page with all the friends on their contact list. This chain goes on... With each additional 'Like' the blank silhouette of the Ganesha on-screen will start to fill up with paper, eventually forming the full image. **Facebook Link** - <http://www.facebook.com/92.7bigfm>. This application will be live till the Visarjan day, concluding September 11<sup>th</sup>

In addition to this social media initiative it goes without saying that a wide variety of road shows are scheduled to roll out which will involve celebrities, school children, NGOs and physically challenged children who will be actively involved in activities such as newspaper collection from housing colonies, bus and train ticket collection from passengers and collection of bills from shoppers in malls and markets.



The idea is to touch base with as many people on the street as possible. This initiative will be conducted across **14 markets** where Ganesha festival is celebrated, namely, Mumbai, Surat, Baroda, Mysore, Mangalore, Indore, Bhopal, Gwalior, Sholapur, Goa, Bangalore, Hyderabad, Vizag and Chennai.

*Commenting on this campaign Soumen Ghosh Choudhary, Business Head, 92.7 BIG FM says, "At 92.7 BIG FM we are keen to spread the message of being sensitive to our environment online and offline. While our road shows promise to be a huge crowd puller we understand that there are scores of people who may not be able to partake in the on ground initiative. This Facebook application we have designed will work very effectively in not just spreading awareness but also getting them actively involved in this initiative"*

Facebook Link - <http://www.facebook.com/92.7bigfm>

Please logon & contribute your bit towards the society....

**About Reliance Broadcast Network Ltd.**

*Reliance Broadcast Network Limited is a multi-media entertainment conglomerate with play across radio, television, intellectual properties and out of home. It is part of the Reliance Group and specializes in creating and executing integrated media solutions for brands. 92.7 BIG FM – India's largest FM Network with 45 stations, reaching over 3.57 crores Indians each week. BIG CBS – A joint venture with CBS Studios International, USA's No. 1 TV broadcaster which is launching 3 Channels, BIG CBS Prime, BIG CBS Love and BIG CBS Spark. BIG MAGIC – marks the Company's entry into the regional entertainment space. The Channel is positioned as India's only Channel exclusively for the Hindi Heartland, featuring locally relevant entertainment around humor, music and Bollywood. BIG LIVE – This division develops, executes and markets Intellectual Properties, integrated across RBNL's media platforms. BIG STREET – In the business of acquiring and marketing of long term premium out of home inventory. BIG PRODUCTIONS - This division functions as a television content production house catering to the diverse creative needs of the Indian television landscape. For more information, log on to: [www.reliancebroadcast.com](http://www.reliancebroadcast.com)*

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