



## 92.7 BIG FM ENTERS THE ASIA BOOK OF RECORDS WITH HANDWASH CAMPAIGN – IRU KAI PURATCHI

*~The campaign which made it to the Asia Book of Records, received a huge participation from children with special needs who will further promote the healthy habit of washing hands. ~*

**Chennai, March 21, 2019: 92.7 BIG FM, one of India's largest radio stations** has started the Handwash campaign for the special kids called- **IRU KAI PURATCHI**. The campaign which made it to the **Asia Book of Records** saw participation from **around 1500 special kids** at **YMCA, Royapetta**. The campaign stressed on the importance of washing hands with soap followed by guidance given in context to how to wash hands with 7 important steps. The campaign was led by **RJ Karun** and supported by **RJ Balaji, RJ Sarithiran, , RJ Miruthula, and RJ Giri Giri** who spoke about the issue at hand, how number of lives that can be saved when hands are washed properly and how the issue needed to be eradicated from the roots by adopting healthy habits.

Popular Music director/actor **Mr. G V Prakash** has sung the HANDWASH Anthem. The video for the same along with the activity footage will be released on 7<sup>th</sup> of April on 92.7 BIG FM Chennai and 92.7 BIG FM national FB page.

The campaign brought forward some key insights that only 34% of the Indian population have the habit of washing their hands with soap; handwash prevents 30% of diarrhoea and 20% of the respiratory infections among others. The special kids along with BIG RJs also sang the special song composed by the radio station for the campaign, at the event.

Commenting on the noble cause, **RJ Balaji** said, *"I am glad to be a part of this campaign. The problem of health and hygiene has to be addressed from the roots and the best way to cater this is through kids who will spread the word and cascade the idea. I hope more and more people will understand the importance of washing hands with soap considering the health benefits associated with it."*

The campaign received incredible response from the listeners. The radio station has time and again come forward with such initiatives that help society to grow at large.

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