



92.7 BIG FM launches the 'Red Ribbon Campaign', kicks off 45 stations - 9.27 hour RJ Marathon with Smita Thackeray, Sameera Reddy, Bappi Lahiri, Vaishali Samant, Shibani Kashyap and Swaroop Khan

Mumbai, 30th November 2011: 92.7 BIG FM, India's No.1 FM radio network, will embark on a national 'Red Ribbon Campaign' this World Aids Day on December 1st across its 45 station network. The campaign will see the radio jockey's host a radio marathon that will last for 9.27 hours – non-stop. Supported by Smita Thackeray's Mukti Foundation, the initiative is yet another noble noble cause at a national level from the 92.7 BIG FM stable. The endeavor being, to spread awareness about the virus and create an **AIDS-proof India**. The event saw celebrities, employees and listeners of BIG FM, come forward to sign the master red ribbon, and also wearing one, as they pledged support to the cause.

In Mumbai, **Smita Thackeray**, Bollywood actress **Sameera Reddy**, renowned musician **Bappi Lahiri**, singers **Vaishali Samant**, and **Shibani Kashyap** and folk singer **Swaroop Khan** launched the campaign at an event held at the 92.7 BIG FM studios. The event was hosted by breakfast jock of 92.7 BIG FM's Mumbai station, RJ Divya. The RJ discussed with them the need to spread awareness and how each one of us can contribute to building consciousness, responsiveness and sensitivity to this issue. Smita Thackeray's Mukti Foundation has undertaken some sterling work in creating awareness about AIDS. Also present at the event was **Dr. Raj Harjani**, HIV/AIDS Specialist who gave valuable information regarding AIDS and its prevention.

Come the morning of December 1st, the breakfast jocks across the 45 stations will kick off the marathon at 7.00 AM and be on air right up-to 9.27 hours all the way till 4.27PM. Jocks will discuss with listeners known and unknown facts, mis-conceptions, importance of prevention, expert advice from specialists and more. Supporting the jocks and connecting with a cross section of people from varied backgrounds, will be a slew of celebrities, working professionals, housewives, students, people affected by the virus and many more.

Here's to an initiative in the direction of creating an AIDS-proof India!

Reliance Broadcast Network Ltd.

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