



**Harvard Broadcasting introduces... Edmonton's newest FM radio station:  
Lite 95.7 – Edmonton's Lite Favourites**

**March 25, 2011 – Edmonton, Alberta**

Harvard Broadcasting is proud to introduce Edmonton's newest FM radio station – **Lite 95.7, Edmonton's Lite Favourites!**

As an early Christmas present and as a taste of what we've got for you every year during the holiday season, **Lite 95.7** will be playing nothing but Christmas favourites this weekend. Find our Not-So-Secret Santas around town to get your numbered gift card. Every morning next week we'll call a number, if it's yours you'll get \$1000 to start your work day off right.

Monday morning, **at-work lite favourites** have a new home in Edmonton. Lite 95.7 is an **Adult Contemporary** station, and plays the most lite favourites for your work day. Super serving a **25-54 year old adults**, Lite will feature music from artists such as Michael Buble, Elton John, Madonna, Taylor Swift, Coldplay, Katy Perry, Train and Bon Jovi.

- Husband and wife morning personalities **Jamie O'Connell and Dan Hunt** will brighten up Lite mornings with fun, entertainment and the most music from 6am-10am
- Longtime Edmonton personality **Ryann Bradley** hosts Lite afternoons from 3pm-7pm
- 95 minutes of non-stop lite favourites kicks off weekdays at 9am, and continues with the most music all day long
- Lite 95.7 is the only station in Edmonton that puts the power of the music we play in the hands of the listeners with the **On Demand Workday**. Using Lite on Demand, listeners can vote for upcoming songs on our website, **lite957.ca**.

Monday morning your lite at-work favourites have a new home: Lite 95.7. Until then...Merry Christmas!

For more information, please contact:  
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