To: All Media

 For immediate release

**The Deputy Minister in the Presidency Ms Thembi Siweya, (MP) to unveil the brand-new studios at Heartbeat Garden Route (103.9 FM) Community Radio station.**

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**Johannesburg, South Africa, 30 January 2023.**

On Friday 03 February 2023, The Media Development & Diversity Agency (MDDA), led by the Deputy Minister in the Presidency, Ms Thembi Siweya, (MP), will unveil the brand-new state-of-the-art broadcast studios at Heartbeat 103.9 FM in George, Garden Route District Municipality, Western Cape province.

Heartbeat FM is the first Christian radio station to broadcast in the Southern Cape. The station has two studios, the first one is in George and has been on air since 29 May 2014, it offers excellence and sustainable programming content that serves and promote the interest of local communities. The second studio is in Oudtshoorn, in the Klein Karoo on frequency, 107.4 FM. It was launched in 2018, and broadcasts to the Greater Oudtshoorn and Kannaland Municipal areas.

Heartbeat 103.9 FM was founded by Avril Ahrends who also serves as the Managing Director. The station airs Christian-based programs that have been successfully introduced to the Community in the Southern Cape Combined, these two frequencies set Heartbeat FMs listenership to more than 190 000 making it one of the largest Christian Community Radio Stations in South Africa. The station’s broadcast ratios are 60% Afrikaans, 20% English, and 20% isiXhosa.

The new state-of the art studios will give Heartbeat 103.9 FM a new lease on life and elevate the quality of broadcasting, making it appealing to potential partners and propel it to even greater heights.

**The unveiling of State-of-the-Art Studios is scheduled as follows:**

**Date: Friday, 03 February 2023**

**Time: 09h00-13h00**

**Venue: 95 Meade St, George Central, Western Cape**

Ends

For more information, contact the MDDA Senior Manager: Communications and Strategy, Rudzani Tshigemane, e-mail: Rudzani@mdda.org.za /068 104 0984

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Issued by the Media Development and Diversity Agency.