

MBC Stations Shakeup Programming for International Women's Day

Sunday March 8th myFM stations are throwing format out the window and devoting the entire day to women with a 100% female playlist. Join us in celebrating the social, economic, cultural and political powerhouses clearing a path to a gender equal world all set to the sounds of your favorite female artists.

From 8:00 to Noon reminisce about the early days of pop, rock and soul with a special International Women's Day edition of the myFM Sunday Morning Music Vault.

myFM International Women's Day continues with your favorite female artists from the 80s to today, plus we'll hear from the Canadian women fighting for equality, both on and off the stage.

myFM Group Program Director Sara Johnston says: *"There are so many Canadian women we need to thank for the freedoms we take for granted today. As kids we soak up so much from American media that our Canadian heroes tend to be forgotten."*

Join myFM's lineup of talented female announcers Laura Earl, Rebecca Wilkinson, Robyn Beazley and Emily Moore for myFM International Women's Day.

The myFM on-air team is also taking over programming at Classic Rock 104.9 where Program Director York Bell-Smith and Music Director Mark Hanson are tossing the Classic Rock playbook out the window and playing 100% female artists.

My Broadcasting Corporation – “Ontario’s LOCAL Broadcasting Company” operates in 21 markets. The “myFM” radio brand provides Today’s Soft Rock, and extensive Local News coverage on the air, and via local web portals. MBC launched “talkSPORTS – EXTRA 90.5” Canada’s FIRST FM talkSPORTS radio station in Peterborough and new to the family of stations are OLDIES 96.7 in Peterborough, Classic Rock 107.9 and 93.3 myFM in Cobourg. MBC has recently launched new a FM radio station to serve Milton, and a second MBC service in Simcoe.

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