



# 104.9 myFM - Pembroke-Petawawa

**Call Letters:** CIMY-FM  
**Frequency:** 104.9 FM  
**Format:** Adult Contemporary  
**Website:** [www.pembroketoday.ca](http://www.pembroketoday.ca)  
**Contact:** Melissa Siegal

## Community Involvement:

Proud to be your voice for our hometown hockey hero's, the Pembroke Lumber Kings!

Media partner with Pembroke Regional Hospital for all fundraising initiatives including Radiothon, Spring and Fall Auto Lottos, and Catch the Ace Lottery

Media sponsor Coldest Night of the Year in support of the Grind Pembroke

Host of myFM Radio Bingo in support of the Robbie Dean Counselling Centre

Sponsor of Festival of Trees in support of the Children's Poverty Action Network

Sponsor of the "pet of the week" feature helping the Ontario SPCA Renfrew County Animal Centre find new homes for animals in need

Host of the myFM Spirit Awards- shining a light on the amazing people in our community-voted by the community!

Organizer of the county wide All Hands-on Deck Food Drive supporting area food banks

Supporter of endless community initiatives, fundraisers, fairs and local festivities

#hustleandheart

## Studio Address:

**104.9 myFM**  
CIMY-FM Pembroke  
Locally owned & operated by My Broadcasting Corporation

**Office:** 613.735.myFM (6936)  
**Fax:** 613.732.4054  
**Studio:** 613.735.1049

## Studio / Office Location:

Victoria Centre, 84 Isabella Street  
Pembroke, Ontario

## Mailing address:

84 Isabella St.  
Pembroke, Ontario  
K8A 5S5

Regular office hours are Monday-Friday 9am-5pm, excluding statutory holidays