



### **CD98.9 rebrands as the all-new 98.9 myFM**

On Friday, February 22<sup>nd</sup> at noon Norfolk's Perfect Music Mix CD98.9 rebranded to 98.9 myFM. The Simcoe team has had a long history of being involved in the community and providing timely, relevant local news. While the name has changed, the "local first" attention to Norfolk County will continue. The launch included a pre-launch viral campaign that created some fun and a buzz in community. The viral video and launch audio can be found at [www.wearenorfolkcounty.com](http://www.wearenorfolkcounty.com)

98.9 myFM is owned and operated by MY BROADCASTING CORPORATION. MBC – Ontario's Local Broadcast Company operates in 13 markets across the province. In the coming months MBC will launch a new station in Alliston, Ontario. Learn more about MBC at [www.myfmradio.ca](http://www.myfmradio.ca)