



MBC – Ontario’s Local Broadcast Company

December 20, 2012

myFM teams across the province have been very busy delivering poinsettia plants! Each MBC station launches Project Poinsettia with the goal of making sure everyone gets a Christmas Gift, even if they cannot be at home for the holidays.

This year, thousands of plants were delivered to local nursing homes, hospitals, hospices, retirement homes and assisted living facilities. “Each year, we try and grow the project a little bit more, and this year was a record” said Jon Pole, President of myFM. “Our staff does a tremendous job, and seeing the smiles from the recipients makes all the hard work worthwhile”

Project Poinsettia is a partnership with local businesses and takes place in Renfrew, Arnprior, Pembroke, Gananoque, Greater Napanee, Brighton, St. Thomas, Strathroy, Exeter, Goderich, Kincardine and Port Elgin.

MBC operates radio stations in 12 markets across Ontario. In January, CHCD 98.9 will join the myFM Family of stations and in Spring 2013, myFM will launch a brand new station in Alliston, Ontario.

More info: www.myfmradio.ca