



JOY 94.9
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MEDIA RELEASE: BIOSHINE WINS \$1000 JOY SPONSORSHIP DEAL

JOY 94.9 President Mr David McCarthy is pleased to announce that BioShine won the \$1000 sponsorship campaign competition.

Mr McCarthy said, *"We had a great response to our on-air sponsorship competition, with many new businesses rivalling to win the prize".*

"Promoting your business or event on JOY is affordable and effective, but don't take our word for it, find out for yourself", Mr McCarthy said.

"By becoming a JOY sponsor, you not only support the station, you also reach thousands of listeners on-air, on-line and now through JOYs free App' too", Mr McCarthy said.

BioShine, the winner, produces Smiley Dog grooming products for pets such as quality organic and natural shampoos, herbal conditioners and unique colognes that are great to use and give an effective and happy wash. Check them out at bioshine.com.au

Sarah from BioShine said that she is, *'completely over the moon and can't wait to hear BioShine on JOY!'*

JOY ran a three-week competition during September/October to encourage businesses to register on line via joy.org.au to enter the draw for a one month \$1000 on-air and on-line sponsorship campaign.

See joy.org.au or call 1300 569 949 to find out how you can be seen, heard and spread the word using JOY 94.9.

JOY is Australia's only gay and lesbian radio station and the country's single largest gay and lesbian membership based organisation.

JOY94.9 is committed to providing a voice for the diverse lesbian and gay communities, enabling freedom of expression, the breaking down of isolation, and the celebration of gay and lesbian culture, achievements and pride.

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