



Smooth Out Your Life Promotion

98.9 KWJZ, The Napoleon Co., Maid Brigade and Flowers 1st teamed up to present the April Smooth Out Your Life for our smooth jazz listeners to help them relax and take the stress out of their day.

Listeners who are members of our smooth jazz listener club, were emailed the April Smooth Out giveaway calendar which listed the dates and time to listen for the “sound to call” all other listeners had to “listen” for the “sound to call”. When the “sound to call” played, the 15th caller received a gift package of products from The Napoleon Co, seasonal cleanings from Maid Brigade and special floral arrangements from Flowers 1st.

- 150 LIVE and recorded (:30) promotional announcements about the contest and how to enter (3/31-4/20/08)
- Listed on www.kwjz.com on “Home” page, “Smooth Out Your Life” page with link to sponsor website (4/1-4/30/08)
- Featured in the April Smooth Out Calendar Newsletter (with link to Smooth Out Your Life page and link to sponsor websites) sent to over 63,000 club members (3/28/08)

***15 listeners were awarded these
Smooth Out Your Life prize packages!!!***

TOTAL PROMOTIONAL VALUE: \$80,000+

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