

OFM hosts virtual race in support of mental health

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OFM, the sound of your life in central South Africa, is encouraging its listeners to move on Saturday, 14 November by joining the Let's Move virtual race, in collaboration with Mondia Health and Wellness Centres.



The poster features a yellow background with a blue sneaker icon at the top center. The OFM logo is in the top left, and the Mondia Health logo is in the top right. The text 'Let's Move' is in a blue box, followed by '14 NOVEMBER 2020' in a blue box. Below this, it says 'Run, skip, dance, walk or cycle for charity'. A large blue box contains the text 'STAND A CHANCE TO WIN R10 000', with 'R5000 FOR YOU AND R5000 FOR YOUR CHARITY' in smaller text below it. At the bottom, there are four icons: a location pin for 'YOUR OWN ROUTE', a clock for '06H00-18H00', a coin for 'R100 PER ENTRY', and silhouettes of people for '5km or 10km'. The South African Depression and Anxiety Group logo is in the bottom left corner. The text 'To enter: www.ofm.co.za' is at the bottom center.

Run, walk or cycle along your own five or 10 kilometre route anywhere you are between 6am and 6pm to participate. Register your activity for R100 on the OFM website at www.ofm.co.za before 9 November and receive a branded T-shirt to wear during your activity. All proceeds will go towards the South African Depression and Anxiety Group.

As always, listeners stand a chance to win if they join the challenge! Snap a selfie in your branded Let's Move T-shirt participating in the event, share to social media with the hashtag 'Let's Move' and tag OFM on Facebook, Twitter or Instagram and be entered into a lucky draw where one lucky listener could win R5,000 for themselves and R5,000 for their favourite charity.

Says Lindiwe Mtwentula, OFM Marketing Manager: "Mental illness and the stigma surrounding it, is a critical issue in South Africa. This year has been particularly rough on all of us and has had a severe effect on those with mental health issues. Science has proved that regular exercise can have an incredibly positive impact on mental illness. It also relieves stress, improves memory and boosts overall mood. What better way to get moving than with the sound of your life!"

The virtual race is hosted in collaboration with Mondia Health and Wellness with centres in Bloemfontein, Bethlehem and Vereeniging. They provide care and treatment to people with psychiatric, psychological and addiction challenges. The beneficiary of the proceeds of the race, the South African Depression and Anxiety Group is at the forefront of patient advocacy, education and de-stigmatisation of mental illness in the country.

Who is OFM?

OFM is central South Africa's premier commercial radio station offering a mix of music, news and entertainment.

The station serves the influential SEM 7-10 market with a footprint across the Free State, Northern Cape, southern Gauteng and North West. The brand is synonymous with the people of Central South Africa and covers the full spectrum of listeners: from urban youngsters to retired pensioners, from working moms and dads to successful professionals, from rural communities to agricultural producers. As such, OFM offers a number of niche features – including an agricultural programme, Agri news twice a day, entertainment and sports features.

Our audience is incredibly loyal and supportive and as such OFM enjoys one of the highest instances of time spent listening to the radio in South Africa. OFM is part of the Central Media Group with its head office located in Bloemfontein and a studio in Welkom.

Find OFM at www.ofm.co.za.

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OFM Radio



OFM, is Central South Africa's premier commercial radio station, offering a mix of music, news and entertainment. The station serves the affluent SEM 7+ economically active marketplace with a broadcast footprint across the Free State, Northern Cape, southern Gauteng and North West.

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