

East Coast Radio Durban Day a phenomenal success

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Durbanites turned up by the thousands to support the very first East Coast Radio Durban Day presented by Old Mutual on 6 September, making the music festival a resounding success.

With a crowd of just over 6000 strong, the event was a phenomenal success and exceeded all expectations.

"A proudly East Coast Radio initiative, Durban Day was an outstanding success and the Durban Botanic Gardens proved a most apt home for the afternoon's fun activities as families got together to savour the sounds of homegrown talent," said the station's Marketing Manager Nazarene Khan.



The Durban Botanic Gardens was abuzz with activity on Sunday whilst families took in the beauty of their surroundings, picnicked and relaxed to sounds of some of the hottest music talent on the home scene at the moment.



The line-up showcased local bands - The Arrows, Spoonfeedas, Jason Hartman and John Ellis and guest band Watershed. Fans were able to interact with their favourite artists during special autograph signing sessions which had the young ladies weak at their knees! A host of East Coast Radio presenters also spent the afternoon chatting and mingling with listeners giving them the opportunity to get to know the DJ's better.

With food and snack stalls available the atmosphere was nothing short of remarkable as people ate and drank with their families - in a safe and fun environment.

Khan added that plans were afoot to accommodate even larger crowds in 2010 when East Coast Radio stages its second Durban Day event.

Log onto www.ecr.co.za to see pictures from Durban Day.

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East Coast Radio



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