

FOR IMMEDIATE RELEASE
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95.9FM/106.9FM/960AM,
“The True Oldies Channel”
Increases Target Market Share by Over 105%!!!!
Breaks Through Top 10 Station List in
Nielsen Market #48 (West Palm Beach-Boca Raton)



Palm Beach Gardens, Florida –The True Oldies Channel honoring the greatest Rock & Roll music ever recorded, with a spotlight on the greatest hits of the 60’s and 70’s, plus a few tossed in from the 80’s, breaks through the top 10 West Palm Beach station List. Midday host and Program Director **Scott Shannon** celebrated the news by saying, “We don’t play the same 200 oldies over and over and over. We’ve got Thousand’s of different songs on CD, LP’s, and 45’s in our HUGE Oldies Library, and we like to play them all! Of course you hear The Beatles, The Beach Boys, Elvis, The Rolling Stones, The 4 Seasons, Buddy Holly, Otis Redding, Wilson Pickett and all the hits from Motown, but you also hear Roy Orbison, Brenda Lee, Rick Nelson, The Everly Brothers, Gary U.S. Bonds, The Ventures, and plenty of those forgotten One Hit Wonders.”

VCMG Live CEO Victor J Canales says “**VCMG Live** officially acquired the station less than ninety days ago; to experience such remarkable growth in such a short time period is nothing less than exhilarating. West Palm Beach is listening and they love True Oldies 95.9/106.9fm. Thank you to all our loyal fans and sponsors... We couldn’t have done this without you.”

Mr. Canales went on to say “Based on extrapolation of the most recent Nielsen report, True Oldies 95.9/106.9fm shows considerable future audience growth potential. It appears that when our target audience finds the station, they become impassioned by the music and listen for extended periods, coming back time and time again, for which I am very grateful.”

VCMG Live VP/COO Matthew Goldapper explained “**WSVU** embarked on an aggressive marketing campaign in January 2018 utilizing Television, Billboards, Direct Mail, and public appearances along with True Oldies constant digital presence. Our most recent endeavor to gain more listeners is the agreement we made with Amazon to Partner True Oldies and “Alexa” this exceptional partnership allows access to the True Oldies Channel 95.9/106.9fm in households all across America, “Alexa, play True Oldies F. L. A.” and there we are with the greatest music of the 60’s and 70’s.

Both **Canales and Goldapper** believe in the power of media and the diversity it brings in good content, “We believe good content is the key to success in this business. True Oldies 95.9/106.9fm is GREAT content. We will continue to explore all avenues of marketing in pursuit of our target audience for WSVU (True Oldies Channel 95.9/106.9fm)

About VCMG Live LLC VCMG Live LLC is a West Palm Beach event and marketing company. With the acquisition of The True Oldies Channel (95.9FM/106.9FM/960AM), VCMG Live will be hosting even more live events in and around the West Palm Beach area. The station can be heard streaming online at www.TrueOldiesFla.com.