

EXTRA NOTES

Christmas Light Count

- Campaign runs from 1st-24th December
- Ad runs from 12th November to approx. 5th January (actual timings may differ)
- Duration is 40 seconds including about a second of buffer on top and tail
- 2 speakers, Australian child actors Ollie and Tess, a boy and a girl
- Voices provided by LFM Audio voice talent
- Commissioned and written by Magenta Radio
- Produced by LFM Audio

Transcript:

The Christmas Light Count is back and we want you to get involved! It's super easy. All you do is go to magentaradio.co.uk/lightcount and tell us your total every night. Grab your family, your friends, even your dog! Then come back on Christmas Eve for the final grand total! Loads of people all over the world have joined, why not be part of it. It can even help us with our maths skills.

Make your Christmas even brighter and join the fun! Visit magentaradio.co.uk/lightcount to find out more.

END