

## **PRESS RELEASE**

### **Christmas Light Count 2023 campaign launches on Magenta Radio**

The countdown to Christmas has begun with the launch of the campaign for the annual Christmas Light Count, presented for the first time this year by Magenta Radio.

The Christmas Light Count has been a family tradition for decades but it wasn't until 2020 that it was made public. Since then the event has continued to grow with participants from all corners of the world as well as several organisations getting involved. 2023 marks the biggest year yet for the Christmas Light Count, with the event being presented by Magenta Radio for the first time as well as new on air and off air campaigns.

Aotearoa New Zealand based LFM Audio has created a new audio ad to air on Magenta Radio. LFM Audio also created the on air sonic identity for the station. Two child actors, Tess and Ollie, will star in the 40 second ad beckoning listeners to participate in the event.

The campaign will launch on Sunday 12th November at 6:30pm GMT. The campaign will run throughout November and December, culminating in the final total reveal on Christmas Eve (time TBD). For more information please visit [www.magentaradio.co.uk/lightcount](http://www.magentaradio.co.uk/lightcount) or follow @run\_christmas on X (formerly Twitter).

END