

## MIX 102.3 LAUNCH GIANT WHEEL TO LIGHT UP ADELAIDE WITH LUMO ENERGY SA

Monday, November 2 2020 – Mix 102.3 are set to light up Adelaide with the launch of a summer favourite - the **Mix 102.3 Giant Wheel at Glenelg** thanks to Lumo Energy SA.

Australia's largest transportable Ferris Wheel will be lighting up **Moseley Square from Friday, November 6 through to Monday, March 8 2021**. The popular attraction stands at 35 metres high and gives riders 360-degree bird's eye views of the beach and cityscape.

Mix 102.3's Jodie & Soda announced the launch of the Giant Wheel today on air, which will be open every day from 10am to 9.30pm.



"There is nothing better than spending the day, or evening, down at The Bay with friends and family. The Mix 102.3 Giant Wheel is now a staple of summer fun in Adelaide and I can't wait to get down there and check it out," **Mark 'Soda' Soderstrom said.**

"It feels like summer is on its way with the launch of the Ferris Wheel at Glenelg and what better way to enjoy some family time than with the stunning bird's eye view of the beach and city," **Jodie Oddy added.**

Mix 102.3 will be giving away family passes on air for the Giant Wheel across summer.

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### About ARN

ARN is one of Australia's leading Broadcast and On-demand audio companies, 'Defining Audio', with ownership or investments in 12 radio stations nationwide in addition to digital entertainment platform, iHeartRadio. ARN's vision is to deliver the most complete audio offering for audiences and advertisers, and its network brands

KIIS and Pure Gold, along with iHeartRadio and The Edge, entertain and influence over five million listeners each week across Australia.

Its KIIS network consists of Sydney's KIIS 1065 with Kyle & Jackie O, Melbourne's KIIS 101.1 with Jase & PJ, Adelaide's Mix102.3 with Jodie & Soda, Brisbane's 97.3FM with Robin, Terry & Bob and Perth's 96FM with Botica's Bunch for Breakfast. The National Drive Show across all stations is Will & Woody.

Its Pure Gold network consists of Sydney's 101.7 WSFM with Jonesy & Amanda, Melbourne's GOLD104.3 with Christian O'Connell, Brisbane's 4KQ with Laurel, Gary & Mark and Adelaide's Cruise 1323 with John Dean.

The Edge is available on FM as The Edge 96.ONE in Sydney and nationally via iHeartRadio and DAB+. The Edge Breakfast hosts are Mike E & Emma.

iHeartRadio, the world's fastest-growing digital service, was launched by ARN to the Australian market in 2013 and since then, the platform has had over 2.2 million downloads of the app and over 1.6 million registered users.

ARN's iHeartRadio is a free, all-in-one radio, music streaming, podcast and live events platform. In addition to being able to access their favourite music from around the globe, audiences can access their favourite stations in Australia from ARN, the ABC, SBS and Macquarie Media, as well as stations from New Zealand and the USA.

In 2020 ARN launched iHeartPodcasts Australia, providing advertisers with access to significant scale across local, global and catchup podcasts. The network quickly became Australia's number #1 podcast publisher alongside holding the #1 podcast in Australia.

ARN's suite of digital and social assets are the online home to Australia's leading radio stations, providing highly engaged entertainment content and news, complementing the on-air experience ARN's stations are best known for.

ARN is a HT&E company. For more details, head to [www.arn.com.au](http://www.arn.com.au).