



DO YOU HEAR WHAT I HEAR? ELF RADIO IS BACK, WITH CHRISTMAS CHEER!

SANTA'S FAVOURITE RADIO STATION RETURNS TO IHEARTRADIO & ALEXA

Monday 16 November, 2020 – No more silent nights, this Christmas not even Rudolph's red nose could compete with the sounds of **ARN's original and award-winning digital Christmas station Elf Radio on iHeartRadio.**

For its **11th year running**, Elf Radio will again bring joy to the world with festive tunes that will get the family rockin' around the Christmas tree all season long. And Amazon's Alexa has again joined the party, all set to "Play Elf Radio" faster than Santa's sleigh on Christmas Eve!

The North Pole's favourite radio station will dazzle like tinsel, with a playlist featuring iconic Christmas artists Michael Bublé and Mariah Carey, plus fresh hits from a stellar selection including Gwen Stefani, Sia, Ariana Grande, John Legend, Lady Gaga, Justin Bieber, Pentatonix and more.

Brett "Nozz" Nossiter, Chief ELF Officer of iHeartRadio Australia, said, "With everything going on in the world right now, audiences deserve the joy of Christmas more than ever. We're excited to deliver the greatest gift of all to Aussies with Elf Radio. **It's back again in 2020**, with music to uplift, entertain and help bring loved ones together these holidays. We're keeping the playlist fresh with new Christmas hits, along with all the timeless

favourites, so Elf Radio once again earns its place as **the North Pole's Number One Hit Music Station!**"

Elf Radio is **on air now at iHeartRadio.com** and via **DAB+ in Sydney, Melbourne and Brisbane**, broadcasting until December 27.

To listen to Elf Radio, ask Alexa, or go to:
www.iheart.com/live/elf-radio-6440/

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.