

Radio 2000, Nigerian stations begin 2010 deal

Radio 2000, the SABC's official 2010 radio station, has signed a deal with Nigeria's all-sports radio station, 88.9 Brila FM. The deal between the two stations concerns Radio 2000 circulating its 2010 information, reports, interviews, and features with Brila FM.

Larry Izamoje, Brila FM's chairman/CEO said, "Brila FM will now become the voice for all things 2010 in Nigeria to over 23 million listeners, to reflect interviews, actualities, pictures, and features en route to the big kick off in the summer of 2010."

Radio 2000 is working with SABC Sport and the SABC 2010 unit to deliver programming content seeking to inspire and motivate Africa on World Cup preparations. The station has dedicated 2010 updates, features, news across its schedule, and a specialist show on 2010 and beyond, hosted by former Kaizer Chiefs striker, Kenny Niemach.

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