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Magic 96.5 Flips The Switch to Continuous Christmas Music!

WHO: MAGIC 96.5, BIRMINGHAM'S ORIGINAL CHRISTMAS MUSIC STATION

WHAT: MAGIC 96.5 BEGAN PLAYING CONTINUOUS CHRISTMAS MUSIC AT 715AM WITH THE NEW MAGIC MORNING SHOW WITH ROB AND JEANNINE, AND WILL CONTINUE TO PLAY THE MUSIC THROUGH CHRISTMAS DAY

Birmingham, AL, October 31st, 2011- The New Magic Morning Show with Rob and Jeannine, and Santa Clause, flipped the Christmas music switch marking the beginning of the Christmas season in Birmingham. The station will play Christmas music through Christmas Day, giving listeners what they've been demanding for weeks.

"Our listeners want the Christmas music and have been demanding it for weeks on Magic 96.5's Facebook, Twitter, and the request line," said Rob Conrad, host of the New Magic Morning show with Rob and Jeannine.

Magic 96.5 is Birmingham's Original Christmas Music Station and continues to play Christmas music every year during the season. The station plays Christmas favorite artists like Burl Ives, Mariah Carey, and Bing Crosby. .

Jeannine Jersey from the New Magic Morning Show said, "This is the earliest I can remember Magic 96.5 playing continuous Christmas music, but is there ever a bad time to start?"

The station is also kicking off the very popular Christmas Wish program which seeks to grant wishes to listeners who need help this Christmas season. Last year, the station granted thousands of dollars to families and individuals who needed some extra help to have a bright Christmas. That "help" could range from paying off bills for listeners, to ensuring a family can give presents to their children if they can't otherwise afford it. Magic 96.5 will begin taking entries for the Christmas Wish program in the next couple weeks.

Christmas Music Enthusiasts can listen to Magic 96.5's continuous Christmas music anytime, and anywhere, by visiting <http://www.magic96.com>.

About Magic 96.5

Magic 96.5 is an Adult Contemporary formatted radio station located in Birmingham, AL focused on serving the local community. Magic 96.5's broadcast can be heard online at www.magic96.com, on your mobile phone via the IHeartRadio Application, and in HD Format. Magic 96.5's personalities include: The New Magic Morning Show with Rob and Jeannine, Erika Woode, J.T., and Delilah.

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