



PRESS RELEASE

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**Subject: S2blue produce all new SAGA 106.6fm
package**

S2blue are proud to announce that they have produced the new ID jingle package for the new SAGA 106.6 fm, the latest SAGA station for the East Midlands.

The package has been created under S2blue's 'Steve England' brand. Steve has created packages before for the other SAGA & Primetime stations.

The custom package reflects SAGA's unique brand, and unique sound – 'Frank to Hank and Bing to Sting'.

The UK produced package combines S2blue's UK composers with the famous JAM singers plus a couple of great old school UK soloists.

Paul Robey, Programme Director and Head of Music at Saga 106.6 FM, said "As always, the Dallas JAM singers and Steve England's production have created

a great package - one that conveys the very special, unique identity of SAGA 106.6fm”.

Steve England, S2blue, said “We’ve always had a good relationship with SAGA, producing ID’s for Primetime and their West Midland’s stations. When Paul approached us to produce the package for the new station we were delighted to work with them again.

We had a lot of fun creating these new jingles and the results are fabulous, the tracks are in line with the brand and there is a lot of warmth that comes from the singers.”

Information on the package and photos of the sessions can be found on the S2blue and Steve England web-sites at www.s2blue.com and www.SteveEngland.com

*** For further information please contact Simon Prentice, Marketing Manager - 01538 370 160**