

BIG FM TO CELEBRATE THE SPIRIT OF GIRL CHILD BIRTH WITH 'KUDIYAN DI LOHRI' FOR THE 5th CONSECUTIVE YEAR
BIG FM WILL LAUNCH A NEW SONG FOR THIS OCCASSION SUNG BY NOORAN SISTERS AND WRITTEN BY SUKHVIR SUKH

National, XX January, 2017: BIG FM, one of India's largest radio networks, will mark the festive celebrations of Lohri in North India this year with its well established and successful initiative 'Kudiyon Di Lohri'. The campaign for the 5th consecutive year will continue to add social relevance to the festival and embody the spirit of celebrating the girl child birth. An original song capturing the essence of Lohri will be released across stations in the North. The song is sung by celebrity singers Jyoti and Sultana Nooran of Nooran Sisters fame, written by famous Punjabi singer and lyricist Sukhvir Sukh and composed by Jassi Nihaluwal.

Staying true to its ethos of 'Suno Sunao Life Banao,' the radio network intends to lend a fresh perspective to Lohri and its celebratory fervour. BIG FM will encourage listeners to rejoice a girl child's birth with the same zeal as the birth of a boy child and further promote the security of women against social evil. Families blessed with a baby girl in the year gone by will be invited to bring in their child's first Lohri on-air. Stories around women achievers, promoting girl child education, musical band performances on the theme of women empowerment and more will form a part of the on-air content.

As a part of this initiative, BIG RJs will form "Kudiyon ki Toli" with selected listeners and visit multiple houses to meet their new tiny girlfriends with the customary "Shagun ki Thaali". They will invite the family to BIG FM's Kudiyon Di Lohri party to celebrate their baby girl's pehli lohri with other similarly lucky families.

Commenting on the activity a spokesperson from BIG FM said, *"Radio continues to be a medium having the power to positively shape societal mindsets. We at BIG FM believe in providing entertainment with a sense of purpose. 'Kudiyon Di Lohri' befittingly serves the purpose of shaping the perspective towards the girl child and the spirit of women empowerment. The music video has been conceptualized to feature a relatable storyline. This gives us the liberty to reach out to audiences in different regions through different platforms and ensure that we cover the length and breadth of the country through one cohesive campaign."*

The festivities associated with Makar Sankranti are known by various names such as Pongal in Tamil Nadu, Bihu in Assam, Lohri in Punjab, Khichdi Parv in UP/Bihar, Uttrayan in Gujarat and Bhogi in Andhra Pradesh. BIG FM will emphasize on this richness of the festival having one meaning but being celebrated in different ways. Strengthening its promise of providing more music, the network will release an original medley of songs on-air highlighting the essence of the festival across India. For two weeks, the afternoon show on the network will revolve around food and music of different regions. MJs will share their festival memories both on-air and on digital platforms, and will encourage listeners to share their stories as well on-air. The comprehensive activity aims at reaching out to and engaging a wider audience base through original, quality and entertaining content across regions.