



## **TOWN 102 HITS THE RIGHT NOTE WITH LISTENERS**

**Expect empty champagne bottles stacked up outside Nick Pandolfi's studio as Town 102, the only local radio station for Ipswich celebrates record audience figures!**

**The latest industry-standard survey shows Town 102 is enjoyed by 80,000 adults every quarter – the highest figure since the station went on air in 2006.**

**Time spent listening to Town 102 is also on the rise. The average listener tunes in for around 8.2 hours per week, up from 7.9 in the previous quarter.**

**The successes come as commercial rival Heart close their Ipswich studios, transferring programmes to Norwich and London.**

**Meanwhile, Town 102 has invested in a line up which now includes popular presenter Nick Pandolfi on the breakfast show and Paul Morris in the afternoon.**

**Programme Director Tom Kay is delighted with the gains:**

***“At a time of great change for the radio industry, we've continued to do what we're best at. Locally focused radio driven by personality presenters who really know their patch”.***

**Town 102 broadcasts from studios in Great Blakenham on 102.0FM and online at [www.town102.com](http://www.town102.com)**

**ENDS---EMBARGOED UNTIL 00:01 THURSDAY 3<sup>rd</sup> FEB 2011---  
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TOWN 102 IS PART OF THE TINDLE RADIO GROUP.**