

# East Coast Radio scoops award for Toy Story

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East Coast Radio scooped the Best Community Service Award for Toy Story at the inaugural South African Radio Forum Awards.

Radio stations from around the country participated in the awards, and Durban's No 1 walked away with top honours for their annual Corporate Social Investment (CSI) campaign - Toy Story.

"This is a major achievement for East Coast Radio, and recognition from the radio industry of the calibre of this CSI project and the impact it is making in KZN," said Trish Taylor, East Coast Radio's CEO.

The Excellence in Radio Awards (ERA) trophy was awarded for the first time across 15 categories at the SA Radio Forum Awards. According to the organisers, "The new ERA is an exclusive commissioned statute befitting the prestige and importance of the Awards and is the benchmark of quality by which radio professionals, consumers and advertisers will reward and recognise quality, originality and overall excellence. Competition was fierce and only the very best were rewarded on the night."

"Once again our radio station is making national waves and enhancing the reputation of our powerful brand," added Taylor.

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East Coast Radio is KwaZulu-Natal's number one; for hit music, for inspiring content, for updated information and for making memories. East Coast Radio is a brand as energetic and vibrant as the people from the East Coast of South Africa.

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