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New Radio Network Rocks Queensland

The newest radio network in Queensland was launched this morning in Cairns, Townsville, Mackay & Gladstone.

The Zinc network is an expansion of the existing Zinc96.1 radio station which has been based on the Sunshine Coast for the past 2 years and owned by parent company Prime Radio.

Existing radio stations in each market have re-launched with a new name, a fresh new logo and exciting new programs which are set to rock local airwaves.

Rob Gamble, Chief Executive of Prime Radio Queensland said that since the phenomenal response to the first Zinc radio station on the Sunshine Coast two years ago that listeners are sure to embrace the variety of rock music and the fresh approach to promotions and events.

“The Zinc brand is a radio network built specifically for those who love a huge array of rock music covering both classic and modern rock and brings to the table a bigger and more impressive array of prizes and on air features which is sure to appeal to listeners Queensland wide.”

“I’m very confident that we have a formula which is long overdue in these markets,” he said.

“Our management team are experienced and respected within the radio industry, they love their local areas and believe the new Zinc stations will reinvigorate the local airways.”

For photos and interviews contact:

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