



**UNIVISION**<sup>®</sup>  
**RADIO CHICAGO**



Submitted by:

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Univision Radio Chicago

WOJO-FM/WPPN-FM/WVIX/WVIV-FM/WRTO-AM

312.981.1871



**Market:** Chicago

**Dates:** 2/21/13-3/4/13

**Station:** WPPN-FM Pasion 106.7 FM

**Prize:**

“Catching Fire” swag was given away on-site at pre-existing remote/ van hits. Listeners also had an opportunity to win on-air (5) IMAX PRIZE PACKS include 1 Pair of IMAX tickets (in the form of two “Hollywood Movie Money” coupons that can be redeemed for IMAX tickets), 1 HUNGER GAMES DVD, 1 keychain or bookmark, 1 rubber bracelet, 1 shopping bag or pair of socks and 1 beanie. “Catching Fire” received a minimum of (10) LIVE mentions.

**Estimated Promotional Value: \$5,600**



Armando Elizalde



Viviana Castro



Laura Calvorio



Araceli Blanca

# ONSITE GIVEAWAYS



# FACEBOOK POSTS

 **Passion 106.7**  
November 13 4P

The Hunger Games: CATCHING FIRE, protagonizada por Jennifer Lawrence. En teatros y IMAX el Viernes. Mira el Trailer aquí <http://youtu.be/zokj7TdIk98>



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 **Passion 106.7**  
November 20 4P

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