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LAMEGA
SEPEGA



mega
97.9 fm



PROMOTIONAL RECAP

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LAMEGA SEPEGA

T-SHIRT AND POSTER DISTRIBUTION AT JUNTA HISPANA
20K+ IN ATTENDANCE, DR PARADE AND STREET HITS –
EXPOSED TO OVER 1 MILLION PEOPLE
PROMOTIONAL WINDOW: 7/27 – 8/10



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ON-AIR VIP SCREENING PASS GIVEAWAY
TOTAL OF 23 LIVE MENTIONS ON-AIR
PROMOTING THE MOVIE AND SELECTING
GRAND PRIZE WINNER
PROMOS RAN: 8/8 - 8/12



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