



MEDIA RELEASE
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2SER 107.3 CELEBRATES VINYL RECORD DAY AUGUST 12

132 years of the phonograph record

In the USA – since its humble beginnings on August 12, 2002, the 125th anniversary of the date that Edison invented the first working phonograph – Vinyl Record Day has grown into a nationally celebrated event.

Sydney's 2ser 107.3 has taken it upon themselves to join in the fun and make August 12 INTERNATIONAL VINYL RECORD DAY.

Join the celebration on air and online Wednesday August 12 for over 8 hours of vinyl-only music on 2ser 107.3.

Hear everything from dub classics on Fire on the Wire, to a 7-inch special of Sideways Through Sound, an Australian b-sides special on The Band Next Door and so much more. It's set to be a fantastic day and night of warm, vinyl goodness.

As well as killer cuts from across the musical spectrum, supporters of 2ser will be in the running for some great wax prizes from local record labels and stores.

Full program details can be found at 2ser.com/programs/grid

Join 2ser in celebration of Vinyl Record Day on the airwaves and online from midday Wednesday August 12, 2009.

What?	Vinyl Record Day
Where?	107.3FM in Sydney and 2ser.com/stream
When?	Midday to midnight August 12 2009
How much?	FREE

For more information or interviews, please contact 2ser 107.3's Marketing and Development Manager Kurt Eckardt on 02 9514 9531, or via email at kurt@2ser.com.