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Contact: Elwood Bjorn
elwood@mwfbmedia.com
217-467-2813

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**SPRINGFIELD'S NEWEST RADIO STATION LAUNCHES MONDAY 4/25:
102.5 THE LAKE PLAYS "TIMELESS HITS"**

The newest radio station in Springfield sets sail Monday, April 25th. Mid-West Family Springfield announces the launch of 102.5 The Lake, playing "Timeless Hits" of the '60s, '70s, and '80s.

The new station offers a unique mix of music, ranging from the Beatles to Tom Petty and the Heartbreakers, Aretha Franklin to Pat Benatar, Queen to Bruce Springsteen, and much more. "This is a station that you can play at work, at a summer party, or in your car on a road trip," said Mark Van Allen, Vice President / Market Manager of Mid-West Family Springfield. "No other station in Springfield brings together so many different artists and so many beloved rock and roll hits."

The Lake will broadcast on 102.5 FM, and will be simulcast on 970 AM, which until now had been the flagship station for WMAY, Springfield's News and Talk. That programming – including local hosts Greg Bishop, Jim Leach, and Frank McNeil, and an all-star lineup of national talk talent – will continue to be heard on 92.7 FM.

Elwood Bjorn serves as the Brand Manager for 102.5 The Lake, and veteran Springfield radio personality Jim Leach will host mornings on the station. You can also learn more at its website, thelakespringfield.com.

