

# Hot 91.9FM set to roar with the Emirates Lions

Issued by [HOT 102.7FM](#)

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Hot91.9FM is proud to announce an exciting new media partnership with the Emirates Lions Rugby team. The managing director of Emirates Airline Park (formerly known as Ellis Park Stadium), Edgar Rathbone, joined the *Mansfield in the Morning* team live in studio to announce this exciting new venture. "We are proud to be associated with Hot 91.9FM and believe that this relationship will garner great support from both Emirates Lions fans and Hot 91.9FM listeners". Rathbone added that this combination of two winning teams makes a strong statement of support to Joburgers and aims to make Emirates Airline Park the best attended stadium in 2019.



MD of Hot 91.9FM, Lloyd Madurai, says "The strategic partnership with the Emirates Lions is the perfect fit. Rugby and, more specifically, the Emirates Lions play a major role in our community's lives and today we are launching more than just a media sponsorship but a lifestyle."



*Mansfield in the Morning Team with Edgar Rathbone*

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HOT 102.7FM is Joburg's newest commercial radio station, broadcasting to the greater Johannesburg area and beyond on a powerful 10-kilowatt transmitter. The station's music format of "Old Skool and R&B" is complemented by a line-up of the best presenters, entertaining, amusing and compelling content, including pertinent, relevant news and traffic information.

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