

13 January 2010

INTERSCHUTZ – Der Rote Hahn 2010 (7 to 12 June)

Dedicated radio station for INTERSCHUTZ 2010 in Leipzig

Hannover/Leipzig, Germany. INTERSCHUTZ 2010 is set to have its own radio station, RADIO 112 — a new first. This 24-hour radio broadcasting service is being organized by Deutsche Messe and RADIO 112, the Internet radio station for Germany's fire brigades.

RADIO 112 will be on the air before, during and after the INTERSCHUTZ show, featuring music, fire brigade info and information on the topics of rescue, fire prevention, disaster relief and security — including tradeshow and exhibitor news, visitor information, greetings, music requests, prize contests etc.

The moderators will be onsite at the show for live interviews as well as to moderate the program of demonstrations and present exciting activities in Hall 1.

Exhibitors have the opportunity to advertise their tradeshow appearance on RADIO 112 to whet the appetite of a highly attentive professional audience during the run-up to the event. To find out more about this option, send an e-mail requesting more information to info@radio-112.de or radio@messe.de.

Number of characters including spaces: 1,136

Nr. 4-2010

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Further press releases and images available at www.interschutz.de/pressservice