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## Press Release 8

### *Pam's joins Red Sands Radio*

With echoes from the past Red Sands Radio revives the famous PAMS Jingles

Setting the airwaves on fire the Hot PAMS Jingles came from Dallas USA to first be heard on Radio London from 1964

When Radio England came along testing their PAMS jingles without announcers the other Pirates eager to sound at least as good recorded the jingles off the radio, cut them up, edited in their own call signs & used them as their own

Once the Pirates disappeared a number of land based Pirate Radio Stations, & later some legal & licensed stations had them re-sung & so PAMS Jingles continued to be heard

Now other than a select niche programmes on fewer radio stations the PAMS jingles have all but disappeared

Steve England of S2Blue, respected producers of modern radio jingles & himself a former Pirate Radio Broadcaster says, "It's great to know that the PAMS Jingles now owned by JAM Creative in Dallas will be used in earnest again. Red Sands Radio's heritage is in Offshore Radio & the Jingles will sound superb on air"

Red Sands Radio launches on 14<sup>th</sup> July 2007

For more information telephone 07961 601 893

*Bob Le-Roi - Programme Director*