

Red FM Quit Smoking Express hits the streets - RED FM to spread awareness on the dangers of smoking on World No Tobacco Day

Red FM has joined hands with Pfizer, Salaam Bombay, and BMC to organize a Quit Smoking Express, which will spread awareness about the hazards of smoking amongst the youth. Starting from May 25th, this campaign comprising of on air and on ground elements will culminate on May 31st in the cities of Mumbai, Delhi, Kolkata, Chennai, Bangalore and Hyderabad.

Mumbai, Maharashtra, May 28, 2008 /[India PRwire](#)/ -- Red FM cordially invites you to come onboard the **Red FM Quit Smoking Express!** With an aim of spreading awareness regarding the dangers of smoking amongst youth, Red FM, the music station of millions of music lovers, launched an innovative initiative called, ' **Pfizer presents Red FM Quit Smoking Express,**' on the occasion of World No Tobacco Day.

Red FM has joined hands with **Pfizer, Salaam Bombay, and BMC** to organize a Quit Smoking Express, which will spread awareness about the hazards of smoking amongst the youth. Starting from May 25th, this campaign comprising of on air and on ground elements will culminate on May 31st in the cities of Mumbai, Delhi, Kolkata, Chennai, Bangalore and Hyderabad. As part of the on ground activation, the Red FM Quit Smoking Express, comprising of private buses will travel the roads of these cities propagating the anti smoking message.

This road show will give a unique opportunity to the masses to show their concern for loved ones who might be addicted to smoking, through a signature board on the bus and special personalized messages delivered on-air by the RJs on-board the express. Flyers and pamphlets distributed during the activity will advise listeners on the way to Quit Smoking. A special **toll-free number 1800 4190 190** and an informative website www.champsclub.in will also be offered to people to help them to quit smoking.

Commenting on this initiative, **Anuj Singh, National Marketing Head and Station Head (Mumbai), Red FM** said, *"Red FM has always been at the forefront in bajaaing issues that concern the society under our CSR umbrella, Bajaa for a Cause. Cigarette smoking is an ill that affects not only the smoker but also his family and friends. Through this initiative we are not only trying to get the masses to quit smoking but also helping them get over this addiction by giving them information through a toll free number and website provided by Pfizer."*

As part of the on-going social initiatives under the CSR umbrella, '**Bajaa for a Cause,**' Red FM has helped spread awareness about tobacco abuse in the past by associating with organizations like Salaam Bombay Foundation that actively campaign against tobacco abuse.

The best way to stop smoking is to just stop - no ifs, ands or *butts*.

Don't forget to catch the Red FM Quit Smoking Express and make your loved ones aware about the evils of smoking!

Notes to Editor

About RED FM

Launched in 2002, RED FM first started round the clock operations in Mumbai, followed by Delhi and Kolkata in 2003. Owned by a consortium of Malaysian conglomerate Astro Malaysia, NDTV India and software company Value Labs, Red FM is known for its attitude of providing a Station for Expression to the common man and playing only Superhit Music. Bajaate Raho! As Red FM likes to shout, is already part of common parlance, and truly represents Red FM's attitude. Widely appreciated by the Trade as well as the Listeners, as proven by the 21 awards to its credit and the tremendous growth over the last year, Red FM is fast consolidating its leadership position in the industry.

Superhit Music, Superhit RJs, Superhit Movies and Superhit Cricket - that's what Red FM stands for. Bajaate Raho!

For more information, please contact:

Niharika Chandalia
Asst. Marketing Mgr

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