

CFWE launches in Fort McMurray



Joanne Rediron (left), CFWE radio bingo coordinator, and Wally Desjarlais, CFWE morning show co-host, take in the scenery and admire some outdoor furniture while visiting the Fort McMurray region.

CFWE and AMMSA board and staff had a chance to tour around Fort McMurray before the press conference launching CFWE Radio 94.5 FM to the listening area on March 30th.

In the morning we took a drive up to the tower and Wally was so excited to see wildlife that he wasn't quite sure if he saw a moose or a buffalo in the trees. I wasn't driving that fast but he was the only one that saw it. We were near the tower site and walked to a clearing and sure enough there was a young cow moose. We took a couple of pictures and came back to town.

The launch was a huge success. Thanks go to everyone that came to the Nistawoyou Association Friendship Centre to help us celebrate. Sorry that I did not get a chance to meet with everyone. Special thanks go to Floyd Gladue, President of Nipi Services Ltd., for welcoming CFWE to the listening area; to my

friend Myrna Scanie, for making that awesome bannock that Bert our CEO tried to take credit for; and to Steve Jani from Syncrude for changing his schedule so he could attend.

It was nice to meet the bingo players that came and got their cards and those that stayed and played. We even had a winner from the area!

Everyone was excited that CFWE is finally in Fort McMurray and there were many positive comments. Look for the bus benches and shelters around town with CFWE signage.

Join the facebook group **CFWE Radio Bingo** to stay up to date on what's happening. Listeners in the Edmonton area are chomping at the bit for the CFWE's launch. Let's hope the ground thaws quickly so we can get started on the construction for that site with a launch for June 2009.

Happy Dabbing!



Joanne waits for the bus next to a bus shelter sponsored by CFWE.



Wally checks out CFWE's broadcast tower. Job well done everyone!