



For more information, please contact:

Emily Hillier

248-586-2927

Emily.Hillier@bbgi.com



## **105.1 THE BOUNCE ANNOUNCES NEW ON-AIR AMBASSADORS STATION UNVEILS WEEKEND PROGRAMMING LINE-UP IN DETROIT**

DETROIT, MI (August 31, 2017): Beasley Media Group, Inc., a subsidiary of Beasley Broadcast Group, Inc. (NASDAQ: BBGI, announces 105.1 The BOUNCE (WMGC-FM) will welcome more home grown “Ambassadors” to the station’s new weekend line-up beginning on Saturday, September 2nd at 10am in the Motor City.

Starting Labor Day weekend, Cortney Hicks will now be heard on every Saturday and Sunday from 10am to 3pm. Cortney is known for her many years of hosting popular shows on several Detroit stations, plus shows in other major cities, including Chicago, Washington D.C. and Charlotte N.C.

When asked about her return home and her new role on the Bounce, Cortney commented, "Nothin better than being on the radio in your hometown. Many thanks to Beasley Media Group for the opportunity to stay on board and serve my beloved city!"

In addition, 105.1 The Bounce recently added Detroit Hip Hop radio favorite A.P. “The Absolute Princess” (A.P.) to the team, following a year-long social media campaign in which listeners actually encouraged the station to put her on the station. A.P. will now be heard starting at 7pm on both Saturday and Sunday nights.

“Being back on the radio seems surreal,” said AP. “Just a year ago, I campaigned to be on this station when it launched in the Detroit Market. I spoke it into existence and here I am! Major shout out to “Big AP” Al Payne for putting me back on air I'm grateful for the opportunity. Let's bounce!”

“Our goal is to assemble a team of the finest in Detroit radio, as well as the best Hip Hop personalities, to navigate our fans through each experience listening to this iconic music,” said Bounce Program Director Al Payne. “That’s why all of our announcers are known as Ambassadors. Cortney and A.P. are shining examples of this mission and I look forward to what they have in store.”

Payne added, “Beginning on Tuesday September 5th, Detroit’s ‘Cuzzin’ Reggie Regg will now be heard every Monday through Friday from 7 to 10pm with his new “Bounce Fam Time” show, followed by DJ Dinero hosting the highly rated ‘Set It Off Radio Party Mix’ from 10pm until midnight. Dinero will also host the all new “Bouncin’ After Dark” slow jam show from midnight – 2am, where we’re going to devote time to “slow bounce” Detroit’s best R & B! This is the only station now able to take you from the bar to the bedroom, with Dinero’s Set It Off Radio Party Mix and Bouncin’ After Dark back to back.”

The new Bounce line up (As of September 5, 2017) will include:

**Monday-Friday**

6am-10am	Bigg and Foolish in the Morning with Shay Shay
10am-3pm	Suga Rae's Bounce House with DJ Jinx
3pm-7pm	The Gello Show with Joanna
7pm-10pm	Bounce Fam Time with Cuzzin' Reggie Regg
10p-12am	Set It Off Radio Party Mix with DJ Dinero
12am-2am	Bouncin' After Dark with DJ Dinero (Tues.-Fri.)

**Weekends**

DJ Ryan Richards starring as "Mr. Throwback" at the top of every hour

10am-3pm	Cortney Hicks
3pm-7pm	Cuzzin' Reggie Regg and DJ Dinero
7pm-12am	A.P. The Absolute Princess

For additional details, please visit [www.1051thebounce.com](http://www.1051thebounce.com)

105.1 The Bounce-FM is owned and operated by Beasley Media Group, Inc.

**About Beasley Media Group:**

Beasley Media Group, Inc. is a subsidiary of Beasley Broadcast Group, Inc., which owns and operates 63 stations (45 FM and 18 AM) in 15 large- and mid-size markets in the United States. Approximately 19 million consumers listen to Beasley radio stations weekly over-the-air, online, on smartphones and tablets and engage with the Company's brands and personalities through digital platforms such as Facebook, Twitter, text, apps and email. For more information, please visit [www.bbgi.com](http://www.bbgi.com).

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