

Launch of Virgin Radio/ Lebanon



Sir Richard Branson, founder and chairman of Virgin Group, comprising over 400 companies worldwide, was in Beirut on the 14th of May to celebrate the launch of Virgin Radio Lebanon at the White night club. The event hosted representatives of several of Lebanon's national media figures and was attended by the venture's main Lebanese shareholders, Zardman Group. At the event, Branson expressed pride and excitement regarding the station's debut inside Lebanon, and thanked the Zardman Group and shareholders for their role in bringing the station to Lebanese listeners. Also present was **Makram Zard**, the project's Chairman, who spoke of the new station's potential inside Lebanon, highlighting that Virgin Radio is already successful in other international markets (*UK, France, Canada, Italy, India, Thailand, Turkey and the United Arab Emirates*). Virgin Radio will air on 89.5FM