



# Press Release

*Under strict embargo until Monday 28<sup>th</sup> March 2011*

## **XFM SIGNS MARY ANNE HOBBS FOR WEEKLY SHOW**

*- Saturday evenings from the 9<sup>th</sup> of July -*

**Xfm** is proud to announce that renowned radio DJ and music journalist **Mary Anne Hobbs** will be joining its presenter line-up this summer, in a primetime Saturday evening slot.

Hot on the heels of a coast to coast US tour, Mary Anne will be making a return to the station where she launched her career in radio, hosting a weekly Saturday evening show from the **9<sup>th</sup> of July**. Mary Anne will also present a series of audio and video postcards from her American tour throughout April; these will feature on-air and online at [xfm.co.uk](http://xfm.co.uk).

Mary Anne is a legendary figure in the world of groundbreaking alternative music and one of the most accomplished radio broadcasters in the UK, with a wealth of experience spanning 20 years. As well as presenting shows on Radio 1, including the influential *Breezeblock*, she has been credited with breaking UK dubstep. Mary Anne recently worked with film director *Darren Aronofsky* on the soundtrack to the Oscar winning Hollywood movie *Black Swan* and she is set to DJ on the main stage at next month's *Coachella* Festival as a part of her tour of the States.

Mary Anne said: "I'm thrilled that Xfm has given me the opportunity to deliver the music that I'm so passionate about, on a primetime Saturday night platform. Every week I'll be bringing future sounds and guest mixes from some of the most forward thinking artists on earth. It's going to be a no holds barred blitz of new music personally selected by me with a focus on pushing the frontiers and breaking new boundaries."

Andy Ashton, Programme Director for Xfm said: "We're incredibly excited to welcome Mary Anne back to the Xfm family. The new addition of such a high profile and credible music tastemaker will bolster our stellar team and signals great things ahead for our listeners who share Mary Anne's energy and burning passion for trailblazing radio."

**Xfm broadcasts on 104.9 FM in London on 97.7 FM in Manchester, across the country on digital radio & TV and online at [xfm.co.uk](http://xfm.co.uk)**

According to the latest radio industry figures released by RAJAR \*, Xfm has increased its audience by 57,000 new listeners over the last twelve months with 938,000 people now tuning in across the UK each week.

**- ENDS -**

**Notes for editors**

\* Source: RAJAR / Ipsos-MORI / RSMB, period ending December 2010, all stations and groups results are reported on their specified reporting period and TSA.

*For more information, interviews, or images please contact:*

Mikey Abegunde – Press Officer, Global Radio

Tel: 020 7054 8387. Email: [michael.abegunde@thisisglobal.com](mailto:michael.abegunde@thisisglobal.com)

*For North American press inquiries, please contact:*

Ryan Romana- Press Junkie PR

Tel: 415-385-1784. Email: [ryan@pressjunkiepr.com](mailto:ryan@pressjunkiepr.com)