



Media Release

August 20, 2017

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FOR IMMEDIATE RELEASE

Firebirds Hockey, Townsquare Media Announce Multi-Year Radio Broadcast Partnership

US 103.1 FM becomes exclusive flagship station for Firebirds' Games, Banana 101.5 FM to broadcast coach's show

Flint, Mich. – The Flint Firebirds Hockey Club, in conjunction with Townsquare Media, announced today a new multi-year partnership, making US 103.1 FM WQUS the exclusive flagship radio station for Firebirds' games. Additionally, Townsquare Media's sister station, 101.5 FM WWBN will carry the Firebirds Coach's Show every other week on Tuesday nights from 6-7 p.m. at a location to be announced.

Firebirds team president, [Costa Papista](#) states: "We are very pleased to partner with Townsquare Media for our live game broadcasts and coach's show. A great radio broadcast partner allows us to keep our fans informed and engaged with the team and this great community sports and entertainment project for Flint, Genesee County and Mid-Michigan. We want to make it easy for fans to follow the Firebirds and the Ontario Hockey League. WQUS and WWBN will be the perfect fit."

The multi-year deal with Townsquare Media will bring Firebirds' hockey live to the FM radio dial for all regular season home and away games, including two games from the Buffalo Pre-Season Showcase and OHL playoff games, on 103.1 FM WQUS ([coverage map](#)). The broadcast agreement includes extended pre-game and post-game shows before and after every game, giving fans the most coverage of Flint Firebirds Hockey all season long. Flint Firebirds Hockey fans can also listen to 103.1 FM WQUS live anywhere in the world at www.us103.com or by downloading the [US 103 App here](#).

Townsquare Media market president, Zoe Burdine-Fly states: "We are very excited about the opportunity to partner with the Flint Firebirds. Our community loves Flint hockey and we are proud to be airing the games and hosting this year's coach's show. Here's to a great season."

In his 10th season broadcasting hockey games and third with the Flint Firebirds, play-by-play announcer [Dominic Hennig](#) will call the game action all season long for Firebirds' fans on the radio on 103.1 FM WQUS, online on the "OHL Live" video stream and on television province-wide throughout Ontario on the OHL Action Pak. Hennig will also co-host the bi-weekly coach's show on Banana 101.5 FM on Tuesday night's from 6-7 p.m. with Townsquare Media radio personality, Maggie Meadows.

About Townsquare Media: Townsquare Media is a diversified media, entertainment, and digital marketing company that owns and operates market-leading radio, digital and live event properties in 66 markets across the U.S. Townsquare Live Events produces over 500 events across the country that attract approximately 600,000 total attendees. They own and operate some of the nation's largest multi-day and single-day music festivals, including WE Fest, Country Jam, Taste of Country Music Festival, Mountain Jam, and Loudwire Music Festival. Townsquare Media owns and operates six radio stations in Flint including WWBN, WRCL, WQUS, WLCO, WFNT, and WCRZ.

About the Flint Firebirds: The Flint Firebirds are a proud member of the prestigious Ontario Hockey League. The OHL is known as the world's premiere player development league for the NHL. Since the Firebirds inception two seasons ago, the team has produced 11 NHL signed or drafted players. The Firebirds average nearly 3,000 fans per game at the newly renovated Dort Federal Event Center, reaching over 100,000 fans each OHL season.



Flint Firebirds Hockey Club, Member of the Ontario Hockey League and Canadian Hockey League
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