



1st Quarter 2018

Rumba 100.3 Community Calendar- January 1-March 31, 2017

Rumba 100.3 maintains a Community Events Calendar for listeners to submit information on their community/charity event. Submissions are on-going throughout the year. Events are posted on website until the date of the event.

Martin Luther King Parade- January 13, 2018

Rumba 100.3 ran a PSA campaign for the Town of Eatonville Martin Luther King, Jr. Parade and Festivities.

- Ran a minimum of 39 PSAs
- Included on the events calendar

Martin Luther King Parade- January 13, 2018

Rumba 100.3 ran a PSA campaign for the City of Orlando Martin Luther King, Jr. Parade and Festivities.

- Ran a minimum of 38 PSAs
- Included on the events calendar

Cars for the Cure - February 10, 2018

Cars for the Cure is an auto show at the Colonial Town Park to benefit the American Lung Association.

- Ran a minimum of 88 PSAs across Rumba 100.3 and iHeartRadio
- Included on the events calendar
- John Musa was judge for event

Cupid's Undie Run - February 17, 2018

Rumba 100.3 ran a PSA campaign to promote Cupid's Undie Run to raise money to find a cure for neurofibromatosis..

- Ran a minimum of 113 PSAs across Rumba 100.3 and iHeartRadio
- Included on the events calendar

Tour de Cure –March 25th 2018

Rumba partnered with the American Diabetes Association for a bike race in Lake Nona to raise money and awareness about Diabetes.

- Ran a minimum of 130 promos across Rumba 100.3 and iHeartRadio
- Included on the events calendar