



FOR IMMEDIATE RELEASE JULY 2022

Is Vancouver's original alternative radio station calling it quits?

No way! **THE PEAK** is just doing what it does best, we're taking the alternative route . . .

On July 25th, **THE PEAK is breaking the mold and moving to 102.7 HD2 on your HD enabled car radio and you can still hear the station you know and love on all the same streaming platforms you're used to!**

Program director Russell James says, "it's really awesome to lead this team down this new and exciting path where we can defy the norm and build something really cool." Some of your favourite **PEAK** hosts are coming along for the ride, too - you can hear The Early Show weekdays hosted by Charis and Jeremy and catch Music Director Jason Manning in the Afternoons.

The music has always been what defines us and that is not changing. In fact, moving away from traditional FM means we have more freedom with our playlist and can get away with stuff others can't! Hear your favourite Alt bands as well as discover new ones that you won't hear on most stations. **We promise to bring you closer to the music** with indie music features and exclusive experiences like our live **PEAK Lounge** where you get up close and personal with the artists.

What separates us from other music streaming services? "The personal touch and the curated selection." said Vancouver band **Dear Rouge**. "In a world where thousands of songs are at your disposal, it's so nice to be reminded of artists you should check out, and bands you forgot about that you wished you listened to more." Plus, radio is always live, local, and free!

So, check us out at www.thepeak.fm, on THE PEAK App, ask your smart speaker to play "THE PEAK dot fm", and you can listen on your HD enabled car radio at 102.7 HD2

For questions, interviews or just to chat about Vancouver weather, you can contact:

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For photos, visit www.thepeak.fm/press