



# news release

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## Acadia Broadcasting sure to make a splash at the qplex

**Quispamsis, NB Tuesday, June 22, 2010:** Thanks to a media partnership between qplex and Acadia Broadcasting radio stations 97.3 The WAVE and Country 94, qplex has officially named the “WAVE Pool”.

“We feel that qplex is going to grow to be one of the key regional venues for events attracting a niche audience of 1000 – 2500 people, and we wanted a relationship that would meet the advertising needs of the greatest segment of that audience,” explains Brad Steel, qplex Manager. “This will form the foundation of communicating many of our activities.”

David Boone, General Manager of 97.3 The WAVE and Country 94, says that “we reach the largest audience in the region and we think the vision shown by Quispamsis and the qplex to ensure their programs and events are broadcast to their target audience will be key to their success.”

“The radio stations are going to be a great fit,” says Mayor, Murray Driscoll. “This time next year, the WAVE pool will be a popular summer destination and a favorite for fun seekers.”

In exchange for rights to be the official radio stations (97.3 The WAVE and Country 94) of the qplex walking track and pool, qplex gets a 10 year package of air time worth in excess of \$125,000. Acadia Broadcasting joins a growing list of significant sponsors working together to make sure the qplex will be successful when it opens in the fall of 2010.

The outdoor family leisure pool will hold as many as 370 people. It will feature zero entry access and six junior Olympic swimming lanes. Other major water attractions include two waterslides, a vortex, water umbrellas and spray trees in the tot and leisure pools. The WAVE pool at the qplex will be the only outdoor pool from Hampton to St. Stephen and is expected to draw many recreational and competitive swimmers during the summer months.

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Mayor, Murray Driscoll and David Boone, General Manager of 97.3 The WAVE and Country 94