

2026 SIGNATURE PROMOTION · SHINE FM 88.9 CALGARY

A Christmas Miracle, Together

📅 On air November 1 – December 26, 2026

Now in its 8th year, Christmas Miracles is Shine FM's biggest community moment of the year. Each December, we ask our advertisers and listeners to help complete the wish lists of Calgary families facing a hard season — and your business becomes part of the story Calgary remembers long after the season ends.

Why This Feature Works

Our listeners already trust Shine FM as part of their daily routine. When they hear your business is part of Christmas Miracles, that trust extends to you — and steady repetition through the busiest shopping season builds the kind of memory a short burst of advertising never can.

84,264Monthly Calgary
listeners**28.3 hrs**Average weekly
listening**89%**

Listeners age 35 and up

83%

Trust the ads they hear

Source: Harris Poll Canada market study, October to November 2025.

What's Included in Your Campaign

- ✓ **200 x :30-second commercials**, airing 6 AM to midnight throughout the campaign
- ✓ **A Day of Music feature** included, subject to availability
- ✓ **Public recognition** as a Christmas Miracles partner all season long
- ✓ **170+ name mentions** in pre-produced promos, plus live Jock Talk mentions
- ✓ **Logo in our Circle of Friends** and featured on the contest page
- ✓ **Facebook and Instagram exposure** throughout the contest period