

Acadia Broadcasting Limited receives approval to purchase CIGO-Port Hawkesbury

Saint John, NB (March 11, 2019) - Canada's broadcast regulator has approved the purchase agreement between Acadia Broadcasting Limited, (ABL) and MacEachern Broadcasting Limited, (MacEachern).

Acadia filed an application with the Canadian Radio-television Telecommunications Commission in January to acquire CIGO, (operating as "101.5 The Hawk") in Port Hawkesbury, Nova Scotia.

The commission granted ABL the authority to acquire CIGO-FM on March 8, 2019.

ABL President Chris Pearson says, "It's an exciting time for our company. We are extremely pleased to announce CIGO will soon be a member of the Acadia group of stations. CIGO's approach to local programming and community focus aligns well with Acadia's Mission, Vision and Culture. We look forward to working with the strong team at CIGO in the coming weeks and months."

Acadia Broadcasting Limited is a community focused broadcaster taking pride in being heavily involved and dedicated to the communities it serves.

CIGO was first established in 1975 as 1410 CIGO AM before converting to 101.5 FM in April of 2000. It has been owned by Robert and Brenda MacEachern since 1993.

"We're pleased with how quickly the CRTC has confirmed the sale," adds Bob MacEachern. "It allows Hawk staff to become part of the Acadia family quicker, which will be a very good thing for the community."

"Listeners in Inverness, Richmond, Antigonish and Guysborough Counties can expect a continued commitment to high-quality local news and programming," added Pearson.

With the addition of CIGO-Port Hawkesbury, Acadia will own and operate 15 stations across New Brunswick, Nova Scotia and Ontario.

