



So, you have a great web site, now what?

In today's digital world, consumers' path to purchase almost always includes using a search engine. In fact, according to recent Forrester Research data, 71% of consumers begin their journeys by using a search engine to discover new products and services and 74% report using a search engine for consideration and purchasing. **Radio drives search.** While the lift in search may vary by advertiser and category, **advertising on radio can increase an advertiser's web search activity.**



The cities of Hattiesburg and Petal are joining together for the 4th Annual **Star-Spangled Celebration on the River** presented by **Hattiesburg Coca-Cola** and **The First Bank** on Monday, July 3rd from 6-10pm. Grab your lawn chairs and blankets and bring the family to Chain Park in Hattiesburg or Petal River Park for an epic fireworks celebration. Admission is free for this family friendly event. The Star-Spangled Celebration on the River presented by **Hattiesburg Coca-Cola** and **The First Bank**, the **City of Petal**, the **City of Hattiesburg** and the **Forrest County Board of Supervisors**, in partnership with **Downtown Hattiesburg Association**, **Petal Chamber of Commerce**, **VisitHATTIESBURG**, **WDAM-TV**, **Rock 104** and **B95**.

Rock 104 and B95 will be broadcasting live from the Star Spangled Celebration on the Petal Side of the river from 7-9pm.



Join your friends and family for the annual **Sawmill Square Mall Independence Day Celebration**, Monday, July 3rd at 9:15pm. The fireworks show is free to watch. Come early and find your favorite place to park to watch the show.



The Mississippi Watermelon Festival will host **Hairicane – The Ultimate Party Band** on Friday, July 14th and **Tyler Booth** on Saturday, July 15th as this year's entertainment. The **Watermelon Festival** will feature fun for the whole family including the "biggest" watermelon contest, a car show, a 5-K Run/Walk, a kids area, the seed-spitting and watermelon eating contest plus the best food around. All proceeds benefit the **Mize Volunteer Fire Department**. For more information and ticket prices visit mswatermelonfestival.com.



Listen to B95 on Friday, July 14th for an interview with the Watermelon Queens.



Cadie Calhoun will perform at the Star Spangled Celebration on the River on the Hattiesburg side on July 3rd at 6:50PM

WBBN (95.9) WXRR (104.5) WKZW (94.3) WBBL (96.5) WKZW HD2 (97.7)

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Alexa Skills: WBBN "Play B ninety five" WXRR "Play Rock one o four" WKZW "Play KZ ninety four three" WBBL "Play Alive FM" WKZW HD2 "Play Ninety seven seven the groove"



Congratulations to Debbie Van Fossen of Soso, winner of the Father's Day Gift pack which included a \$250 gift certificate and a handy cooler from Boot Country plus steaks from Coyote Pointe Meat Company in Hattiesburg. Photo: Debbie picked up her prize from Joey T.



Thanks to the 2022-2023 Choctaw Indian Princess, Cadence Raine Nickey for stopping by B95 to visit with Grey Manning.



NIKO'S MUSIC MISSION

Niko's Music Mission's was formed in honor of Nicholas "Niko" Kyle Everette to provide a platform for local musicians to share their art, inspiring a growing community to ensure the beat lives on by raising awareness for the support needed to sustain Hattiesburg's music community.

NIKO PALOOZA will be held at **Brewsky's** in Hattiesburg on Sunday, July 16th from 2 p.m. to 10 p.m. Door prizes will be given away throughout the evening. Patrons will be able to bid on a Silent Auction. Auction items will be from local businesses in the community. Food plates and beverages will be available for purchase. A \$10 minimum donation will be taken at the door. 100% of proceeds go to Niko's Music Mission.

Congratulations to Dewayne Lawler of Lumberton

Our Father's Day Grand Prize Winner

ROCK 104

- \$399 DeWalt Gift Pack from Honda of Laurel
- Recliner from Furniture World in Petal
- \$100 to 601 Meats & More in Hattiesburg



Rock 104's Jon Lamar will be broadcasting live from **CSpire** in **Waynesboro** on Saturday, July 1st from noon until 2pm.

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B95's Grey Manning and Rock 104's Jon Lamar will be live on location at **LoCo Joe's Fireworks** on Hwy. 98 West of Hattiesburg at Lake Serene on the 4th of July. Stop by for all your favorite fireworks at the best price.

Join B95's Grey Manning at **Magnolia Smiles** for the Grand Opening of their office in Petal on Friday, July 7th from 3-5pm.



Join B95's Joey T at **Furniture Direct** in **Laurel** on Saturday, July 1st and B95/S Grey Manning at **Furniture Direct** in **Hattiesburg** on July 4th for great holiday savings on beautiful new furniture.

VOTE

MISSISSIPPI 2023 POLITICAL ADS

Call 601-649-0095 or 601-544-0095

Primary – August 8
Runoff – August 29
General Election – November 7

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