

Station Profile



Today's Best Rock & Killer Classics!

Station Profile



Serving the Community

ROCK 97.9 has been proudly serving the Wood Buffalo region since 1985.



Breaking News

Fort McMurray stays informed with full news coverage from 5:00 AM to 7:00 PM on **ROCK 97.9** and 24 hours a day on mymcmurray.com.



Gender³



ROCK STAR VIP CLUB MEMBERS



Promoting Local Events

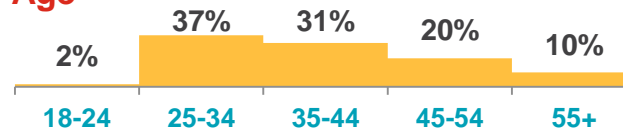
ROCK 97.9 celebrates Fort McMurray by sponsoring and promoting local events. We are proud to play a vital part in the Syncrude Food Bank Drive and Miracle Marathon benefitting Santa's Anonymous every year.



Reaching Oil Sands Workers

ROCK 97.9 has repeaters at oil sands sites, giving the station the opportunity to be heard by the tens of thousands who call the oil sands their place of work. **ROCK 97.9** can be heard at the Albion site and surrounding area on **CKYX-FM 105.3** and at the Suncor site and surrounding area on **CKYX-FM 95.7**.

Age³



88% OF ROCK STAR VIP CLUB MEMBERS are aged 25-54.

Community

Population¹

Wood Buffalo is home to over **125,000 people!**

Marital Status²

62% of Wood Buffalo residents are married or living common-law. **30%** are single/never married.



Household Income²

Wood Buffalo residents have an average household income of **\$193,691**.

63% of households earn **\$150,000+** per year. This community is home to people who have money to spend!