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**FOR IMMEDIATE RELEASE**

## **La Mega Media Launches Spanish-Language Radio Station in Pittsburgh, PA**

- **La Mega Media, Inc.** has announced the launch of a new Spanish-language radio station in Pittsburgh, PA
- Music available is now on **92.9FM HD2** channel and **LaMega1** app for Apple and Android devices

**La Mega Media** and **Steel City Media** have partnered to bring the first Spanish language radio station to serve the growing Hispanic community in the Pittsburgh metropolitan area. **La Mega Media** already has well-established radio stations in Cincinnati, Columbus and Cleveland, Ohio.

The company's newest station will join the print and digital products already in Pittsburgh. **La Mega Nota** is an award-winning monthly people's gazette in Spanish with entertainment, culture, and news. Its website, [www.lamegapittsburgh.com](http://www.lamegapittsburgh.com), features national, international, and local news by the hour in Spanish, which also serves as the website for the new radio station **La Mega Pittsburgh**. Listeners can download the mobile app **LaMega1** to access music and news.

The Hispanic population in the Pittsburgh Metropolitan area is approximately 80,000 according to the Pittsburgh Metropolitan Area Hispanic Chamber of Commerce. This fast-growing segment of the population will, for the first time ever, have a Hispanic-owned, multifaceted media company to reflect its prerogatives and serve as a bridge to businesses and institutions.

Together with existing organizations like the **Pittsburgh Metropolitan Area Hispanic Chamber of Commerce**, **La Mega Media's** goal is to be the primary resource for trusted and reliable information for the community it serves and support the development of Hispanic owned businesses.

**Steel City Media** is a Pittsburgh based multimedia and digital company with market leading radio stations in Kansas City and Pittsburgh.

**ABOUT:**

La Mega Media, Inc, headquartered in Columbus, OH, is the largest Spanish language media company in Ohio and its surrounding areas in the Midwest, that operates 3 radio stations (Columbus, Cleveland and Cincinnati) and newspaper with distribution throughout Ohio, Pittsburgh and North Kentucky; providing news, music, information, entertainment and education to the Spanish speaking population.

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