

**LA MEGA MEDIA ANNOUNCES PARTNERSHIP WITH THE COLUMBUS CREW  
TO RADIO BROADCAST LOCALLY IN SPANISH THE 2023 MLS SEASON**  
*Spanish-language radio broadcast returns to La Mega 103.1 FM (WV KO)*

**For Immediate Release: February 24, 2023**

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**COLUMBUS** – La Mega Media and The Columbus Crew jointly announced the return of Spanish language local broadcasts for the 2023 MLS season. La Mega 103.1FM (WV KO) will be once again the official Spanish broadcaster for the Black & Gold matches.

Veteran broadcaster Juan Valladares also returns as the Spanish Voice of the Columbus Crew for his 15<sup>th</sup> year. Valladares will be returning to the airways from his broadcast booth inside Lower.com for the first broadcast of the 2023 season on February 25<sup>th</sup> when the Columbus Crew faces Philadelphia at Subaru Park in Philadelphia at 7:30pm. The match will air on La Mega 103.1FM starting at 7:15pm.

“Renewing our partnership with the Columbus Crew is especially exciting now that there are Latino players on the team” said Claudia De León, Chief Operating Officer for La Mega Media, “We are proud to bring all the field action in Spanish to the over 120,000 Latinos residing in Central Ohio, particularly with a sport that is such an important aspect of our culture and which Columbus Latinos pride themselves in following”.

The broadcast will span over approximately 2.5 hours with a pre- and post-game show during each broadcast. The growing Hispanic population in Central Ohio will now have more options to tune in to the Columbus Crew games in Spanish, including Apple TV and La Mega Streaming, while now also having the opportunity to tune in to the radio broadcast.

**ABOUT LA MEGA MEDIA**

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 4 radio stations (Columbus, Cleveland, Cincinnati and Pittsburgh) and newspaper with distribution throughout Ohio, Pittsburgh and North Kentucky; providing news, music, information, entertainment and education to the Spanish speaking population. ([www.lamegamedia.com](http://www.lamegamedia.com))

**ABOUT COLUMBUS CREW**

Columbus Crew is the first club in Major League Soccer. The Crew is operated by Haslam Sports Group and the Edwards Family. The Black & Gold are the 2021 Campeones Cup winners. The Club has won two MLS Cup championships in 2008 and 2020, one Lamar Hunt U.S. Open Cup in 2002, as well as MLS Supporters’ Shield titles in 2004, 2008 and 2009. The 2023 campaign is the Crew’s 28<sup>th</sup> season in MLS as well as the Club’s second full season at [Lower.com Field](http://Lower.com Field)