

# Greater Cleveland RTA is the New Studio Sponsor of La Mega Cleveland

*La Mega Media, Inc announced Greater Cleveland Regional Transit Authority as the studio sponsor for digital radio station La Mega Cleveland.*

## **Cleveland, OH (October 6, 2021)**

La Mega Media, Inc is proud to announce Greater Cleveland Regional Transit Authority (RTA) as the studio sponsor for La Mega Cleveland beginning October 2021.

The partnership will help La Mega Cleveland advance its mission in the local Hispanic community, and continue the commitment to inform, entertain and connect audiences with the community.

"RTA is delighted to partner with La Mega to reach the Latinx community. We are looking forward to many opportunities to connect as we celebrate Hispanic Heritage month and advance the initiatives of Latin Americans throughout this region," said India Birdsong, RTA's CEO and General Manager.

"We are honored and truly grateful to count on RTA's partnership in our new studio. RTA has been a supporter of our mission since we initially established operations in 2014 and truly understands the connection to the local Latino community. Having their brand alongside us as we transport such important messaging to Latinos in Northeast Ohio will truly allow us to serve as a full live station to broadcast news, entertainment and continue to educate our community in real time", added Claudia De Leon, COO of La Mega Media, Inc.

## **ABOUT LA MEGA MEDIA, INC**

La Mega Media, Inc., is the largest Hispanic media platform in the state of Ohio. It operates radio stations in Columbus and Cincinnati, digital streaming radio in Cleveland, and publishes four (4) printed publications spanning the state of Ohio, as well as Pittsburgh and Northern Kentucky. La Mega Media provides music, news, culture, entertainment and education for the Hispanic market and through its advising and consulting services, provides a bridge for clients to connect with the ever-expanding Spanish-speaking population.

## **MEDIA CONTACT**

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