

Ric Cabot Podmore's Song 'Share The Magic' To Become Denver's New Christmas Anthem; Airing on KOSI 101.1

'Share The Magic' Will Also Open The 9News Parade Of Lights at Civic Center Park, which will be broadcast live on 9News on November 30th

DENVER, COLORADO, UNITED STATES, November 30, 2018 / EINPresswire.com/ -- Colorado's favorite music radio station, [KOSI 101.1](http://KOSI101.1.com), has proudly announced that it has chosen Ric Cabot Podmore's inspiring Christmas song 'Share The Magic' as the theme for its 2018 holiday music campaign.

KOSI 101.1's Christmas 24/7 is an annual holiday tradition in Denver and in conjunction with KOSI 101. The Downtown Denver Partnership has also requested the licensing of this song for their annual Parade of Lights at the Civic Center Park, which will be broadcast live on 9News on November 30, 2018.



Ric Cabot Podmore's inspiring Christmas song 'Share The Magic' has been chosen as the theme for KOSI 101.1 radio's 2018 holiday music campaign.

"I'm so excited for 'Share The Magic' to have been selected for the parade and I hope this will be a memorable event for the holiday kickoff this year," said Podmore, while talking about the parade. "The 9NEWS Parade of Lights was established in 1975 and it is one of the most iconic events for the people of Denver and surrounding areas," he added. "Moreover, this holiday music campaign of KOSI 101.1 is anticipated each year by the listeners and the tradition has become a perennial part of the holiday season celebrations."

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Ric Cabot Podmore

Hailing from Denver, Podmore is a shining star in the American musical landscape. Besides being a highly gifted

songwriter, he is also a renowned record producer and an accomplished recording artist. Podmore began his eminent professional career in 1980 at age 19 and has become an iconic music artist and songwriter, who is loved by the millions worldwide. In addition to being recognized as the creative force behind the 80's AOR band ARRIVAL, Podmore has also worked with a long list of Grammy Award winning music artists and industry legends.

'Share The Magic' will be played throughout the holiday season and portions of its music video will be featured on the website for KOSI 101.1" said Podmore, while talking about the song. "It is going to be a great honor to be able to be recognized as a featured guest at our annual Parade

of Lights before the people of Denver and I am thankful to KOSI 101.1 as well as the Downtown Denver Partnership for choosing my song."

In addition, 9News, which is also the media sponsor of The Parade of Lights this year, will be incorporating video and audio of 'Share The Magic' in advertisements leading up to the two-mile parade event. The parade attracts a live audience of 500,000 people annually as well as a substantial television viewing. Moreover, its televised broadcast is replayed five times, including a broadcast on Christmas morning. The parade is a magical nighttime event, which features more than 40 units including extravagantly illuminated floats, giant helium-filled character balloons, magnificent marching bands, traditional equestrian units and vibrant cultural entries and much more.



Listeners will also be asked to help "Share the Magic" this holiday season as donations will be accepted to benefit charitable partners A Precious Child and Parade of Lights; listeners will receive a download of the new holiday song 'Share The Magic' by Voices on High!

Listeners will also be asked to help "Share the Magic" this holiday season by visiting www.kosi101.com. Donations will be accepted to benefit charitable partners A Precious Child and Parade of Lights. By making a donation, listeners will receive a download of the new holiday song 'Share The Magic' by Voices on High!

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To reach Ric Cabot Podmore for interviews in Denver, reach out to Jackie Selby at KOSI 101.1, jackie@kosi101.com. For information on radio airplay of 'Share The Magic', reach out to KOSI 101.1 Program Director, Jim Lawson at jlawson@bonneville.com.

To find out more about Ric Cabot Podmore, visit his website at: <https://riccabotpodmore.com>. Follow Ric Cabot Podmore on Social Media on Facebook, LinkedIn, ReverbNation and iTunes. Kelly Bennett, Bennett Unlimited PR (949) 463-6383 or Kelly@bpunlimited.com.

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