



"The Getaway Girl®"

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Contact: Cathy Hayes, (863) 224-6326

Info@GirlsGetawayGuide.net

The Getaway Girl® Named Travel Correspondent for *Heartbeat Radio for Women*

ORLANDO, Fla. — (March 10, 2010) Author and travel expert Casey Wohl, known as The Getaway Girl®, is thrilled to become the official weekly travel contributor to the *Heartbeat for Women Radio* family. Every Thursday at 9:30 a.m. (EST), Wohl provides travel advice, tips and exciting destination ideas for the station's predominantly female audience.

Gender media is nothing new and in the past three years there has been a proliferation of internet sites that focus on women and also stream women's talk shows. *Heartbeat Radio For Women* is a bold step in the right direction.

The format at *Heartbeat Radio for Women* (WRHB 1410 AM) consists of Adult Contemporary, with a flavor of Pop and R&B music, along with informative segments and talk shows throughout the day that deal primarily with issues impacting women. Produced segments and talk shows include topics such as parenting, gender issues, relationship building, motivation, health, beauty, fashion, career advice, financial wisdom, travel, culinary skills, etiquette, romance, biographies and book reviews. Demographics are: adults 25-54; 75% women and 25% men.

The original *Heartbeat Radio For Women* began on the eve of International Women's Day, March 7, 2005, in the Caribbean twin island Republic of Trinidad and Tobago. This marked the birth of the world's first 24-hour radio station for women. In 2009, founder Kiran Maharaj launched the Florida-based station for the U.S. audience.

"Wohl is the perfect fit for *Heartbeat Radio for Women* as we strive to connect women and enhance their lives," said Maharaj. "She is passionate about two things: her girlfriends and traveling the world."

In addition to her role with *Heartbeat Radio for Women*, Wohl is the Travel Correspondent for the nationally-syndicated television show, *Daytime*. She has also been featured on radio and television programs *CBS Radio*, *The Daily Buzz*, *Media Talk*, *Better TV*, *FirstWivesWorld*, and numerous blogs. She has received print and online media coverage on nearly 80 national news sites and publications, such as *Woman's Day* and *Parenting*. Wohl was named a "Woman to Watch" by Orlando's *Orange Appeal* magazine and was listed as one of "101 Women Bloggers to Watch in 2009" by *WE Magazine*.

For more information about *Heartbeat Radio for Women* or to tune in to the live stream, visit www.HeartbeatRadioUSA.com. For more information about Casey Wohl, visit www.GirlsGetawayGuide.net.