



NEW YEAR, NEW *EDGE* – SIBLING DUO DEBUT AS MORNING SHOW HOSTS ON *102.1 THE EDGE*

Mornings With Ruby & Alex Airs Weekdays From 5:30 a.m. – 10:00 a.m.



Ruby Carr (L) & Alex Carr

For Immediate Release

TORONTO, January 7, 2019 – Toronto’s alternative station, **102.1 the Edge** (CFNY-FM) has today launched its new morning show ***Mornings With Ruby & Alex***, as part of the station’s revamped 2019 daytime programming lineup. Hosted by sister-brother duo **Ruby Carr** and **Alex Carr**, *Mornings With Ruby & Alex* – North America’s only radio show hosted by siblings – airs weekdays from **5:30 a.m. – 10:00 a.m. ET**.

On-air together for the first time, the Carr siblings bring strong radio credentials, vibrant personalities, and their unique chemistry to the iconic *Edge* brand.

“We’ve come up with the 2019 cure for boring morning commutes,” said Tammy Cole, Program Director for 102.1 the Edge. “As Toronto’s alternative station, we play the best alternative music; in Ruby and Alex we also have the very best millennial talent, complementing the music mix with their energy, humour, and natural chemistry.”



Born in Toronto, Ruby previously hosted the morning show at Z95.3 in Vancouver, and was the winner of the prestigious Allan Waters Young Broadcaster of the Year Award at Canadian Music Week 2018.

Alex comes to *the Edge* from his prior role as midday host at fellow Corus-owned alternative rock station CFOX in Vancouver. Possessing a background in stand-up comedy, he received his first major radio opportunity at X92.9 in Calgary.

102.1 the Edge's refreshed 2019 daytime programming lineup is rounded out by mainstay **Carly Meyers** in her familiar midday slot from **10 a.m. – 2 p.m.**, and new afternoon drive duo **Meredith Geddes** and **Kolter Bouchard** from **2 p.m. – 6 p.m.** *102.1 the Edge* is Toronto's alternative station; to listen live or for more information visit edge.ca.

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SOCIAL MEDIA LINKS:

Twitter: [@the_edge](https://twitter.com/the_edge), [@CorusPR](https://twitter.com/CorusPR)

Facebook: [@102edge](https://facebook.com/102edge)

Instagram: [1021theedge](https://instagram.com/1021theedge)

102.1 the Edge is part of the Corus Entertainment Network.

Corus Entertainment

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