



PRESS RELEASE

April 17th 2001

Wimbledon is the centre of a bid for new London radio licence.

Wimbledon will be the home of a fresh, new radio station if Passion for the Planet gets its way.

Passion for the Planet was set up by experienced radio professionals Chantal Cooke and Kenny Stevens. Their goal is to introduce an innovative format to the expanding digital radio market.

Passion for the Planet has joined forces with the Digital Radio Group (a consortium of successful media companies) to bid for the third London digital radio multiplex licence. If successful Passion for the Planet is proposing a unique radio service that can't be found anywhere else in the UK.

The station will be called Passion for the Planet and will combine speech and music.

The speech will focus on environmental and health issues. It will be informative and entertaining - there'll be no preaching. Interviews and features will reflect mounting concerns for the planet and its population. The environment, conservation, socially responsible attitudes, personal health and fitness, complementary and orthodox medicine, and ethical consumerism are just some of the areas that will be covered.

Passion for the Planet will play an innovative mix of music mirroring London's cosmopolitan nature. The music mix will combine familiar English language hits with an adult appeal and World Music (the collective term given to the rhythms and melodies of musicians from around the globe, including African, Celtic and Latin American).

There is no other radio station like it anywhere in the UK.

If Passion for the Planet is awarded the licence to broadcast it will be the first station of its kind, heralding a new era in socially responsible radio broadcasting.

Interest in health and the environment has never been greater:

- MORI research reveals that 97% of the UK population is concerned by at least one environmental issue.
- In the last 12 months approximately 5 million people have searched the Internet for health related information – according to e-Healthcare Opportunities that number is expected to increase to 80 million by 2005.

Health and the environment are rarely out of the news - recent stories include:

- US withdrawal from the Kyoto agreement
- The publication of the top 10 dirtiest hospitals in the NHS
- The government putting support and money behind new wind power developments
- The foot and mouth epidemic

To secure access to the best possible information and resources, as well as ensuring a balanced, accurate, impartial and informed approach, Passion for the Planet has lined up an impressive "Brain Bank" – a group of people who are specialists and experts in their field. (For a full list see attached press pack).

Passion for the Planet has also secured the support of a variety of organisations including The National Society for Clean Air and Environmental Protection, The Conservation Foundation, The British Trust for Conservation Volunteers, British Dental Health Foundation, Global Action Plan, Democratic Osteopathic Council and the Ayurvedic Medical Association.

The company also has support from the business sector, "We can no longer ignore the impact we have on the planet, our environment is, and must continue to be, a hot topic," said Managing Director Chantal Cooke. "For this reason Passion for the Planet wants to bring new ways of living and doing business to a wider audience, which is why the support of companies like Kwikpower International and Mercury Recycling is so exciting. We have the same vision of a greener, more environmentally sympathetic future. Both companies are pioneers in their field, proving that it is commercially viable to run environmentally friendly industries."

In addition to interesting, informative and important speech content Passion for the Planet will widen audience choice by offering music not heard on other radio stations.

Currently there are no radio stations playing World Music as part of their core output. Passion for the Planet will change this.

Many Londoners are already familiar with World Music, others don't realise they've previously been exposed to it in the work of English language artists such as Peter Gabriel, Paul Simon and Talking Heads. And appreciation of World Music is increasing in London with many artists from around the globe regularly playing to packed audiences at venues such as the Barbican Centre and Ronnie Scott's.

The Radio Authority will make a decision in late May, and if Passion for the Planet is successful the radio station will be based in Wimbledon. It will be one of a growing number of Digital Audio Broadcasting (DAB) radio stations in the capital and across the country. DAB is the future of radio broadcasting as it offers crystal clear, interference free, CD quality sound and much more choice.

Passion for the Planet's Managing Director, Chantal Cooke, said the company chose the area for a number of reasons, "I love this area, I was born here and have lived here most of my life. My friends and all my family are local. But that's not the only reason we want to base the business in Wimbledon. We chose it because its public transport connections are excellent, and the town offers everything a business like ours will need."

Much of the Radio Authority's decision is based on support from the public; if you would like to offer your support for Passion for the Planet please write to Passion for the Planet Ltd, 18 Rosewall Court, 2 Cromwell Road, Wimbledon, SW19 8LZ before 29th April.

For more information call Chantal Cooke on 020 8544 0091.

Note to Editors:

- Chantal Cooke and Kenny Stevens are available for interview. Copies of the logo and photographs are also available.
- More information about the Digital Radio Group and the proposed content of Passion for the Planet can be found in the attached pack.
- Kwikpower International plan to float in London and New York early next and are valued at about \$5 billion.
- Mercury Recycling are planning to float on AIM, they're valued at about £5 million, and their board includes Lord Barnett, former cabinet minister and vice chairman of the BBC.