

**PRESS RELEASE**  
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## **Passion joins forces with AxiCom**

Passion for the Planet and AxiCom PR join forces to promote the benefits of DAB digital radio to a wider audience.

Passion for the Planet is one of the programme providers within the Digital Radio Group's (DRG) application for the third London multiplex licence. They are proposing a music and speech service. The speech will focus on environmental and health issues, delivered in an informative and entertaining way, with no preaching! The music will mirror London's cosmopolitan nature and the audience's openness to new ideas and sounds by combining English language hits and world music.

AxiCom is one of the UK's top technology PR companies boasting a portfolio of clients including IBM, Psion, Citrix and ARM. As specialists in technology, AxiCom is excellently placed to ensure clear communication of the benefits of DAB and the increased choice that stations like Passion for London will be offering.

Chantal Cooke, Managing Director of Passion for the Planet said, "Digital Radio is all about extending choice and that's exactly what Passion for London intends to do. However, just doing is not enough, you have to tell people about it. We have already partnered with many health and environmental organisations that will promote us on the basis of our content, but we also need to ensure that the technological benefits of DAB are also communicated. And this is where AxiCom is a perfect partner. They will be able to reach otherwise untapped areas, and as experts in technology they have the contacts and expertise to make this a reality."

Helen Ridgway, co-founder and principal of AxiCom, was also enthusiastic about the partnership saying, "We are very excited about this alliance as DAB will touch almost everyone's lives. These are fascinating times for the radio industry as the technology is opening up so many more opportunities. Together with Passion for the Planet we believe that communicating the benefits of DAB, alongside the increased listener choice and innovative content, is crucial to the station's success."

DRG's licence application is currently being considered by the Radio Authority with a decision due in the Summer.

### **Notes for Editors:**

- Passion for the Planet Ltd is registered in the England.
- For further information/comment please call Chantal Cooke or Kenny Stevens on 020 8544 0091.
- More information about the Digital Radio Group and the proposed content of Passion for the Planet can be found by visiting [www.digitalradiogroup.co.uk](http://www.digitalradiogroup.co.uk) and [www.passionfortheplanet.com](http://www.passionfortheplanet.com)
- AxiCom provides strategic PR and communications services to the technology sector through a network of wholly owned offices in UK, Europe and US. More information can be found at [www.axicom.com](http://www.axicom.com). For further information please call Helen Ridgway or Julian Tanner on 020 8600 4600