



## **Passion for the Planet – going from strength to strength.**

**September 4<sup>th</sup> 2001**

Wimbledon based radio company Passion for the Planet aims to expand its broadcasts to Exeter and Torbay, and Peterborough.

One of the UK's largest radio companies, GWR has been researching the Passion radio idea in other areas of the country. Passion has scored exceptionally well, rating higher than the existing radio stations and other proposed new services. The results were so good that that GWR subsidiary Now Digital has invited Passion for the Planet to be part of radio licence bids in both Exeter and Torbay, and Peterborough.

Founders Chantal Cooke and Kenny Stevens and are now working on gathering support in those areas to ensure the licence bids are successful. The awards are made in October and November respectively.

"We were confident that the concept of an innovative new radio service combining English language hits with World Music and having a high proportion of intelligent speech focussing on health and the environment, would be a popular proposition, but these research results have exceeded even our expectations. This is a fabulous opportunity to take the Passion message further afield and give many more people the opportunity to listen to something new and exciting," said Managing Director Chantal Cooke.

Initially the two new radio services will also come from Passion for the Planet's offices in Merton, but later additional offices will be opened locally.

### **Background.**

Passion for the Planet Ltd, was recently awarded a DAB Digital Radio licence to broadcast to London. The new radio station, Passion for the Planet, will go on air next summer (2002) from studios in the Merton area.

The station will combine speech and music to produce an innovative and exciting new station, unlike anything else currently available in the area.

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).

### **Passion for the Planet.**

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