



PRESS RELEASE

February 26th 2003

Passion for the Planet – the UK's only health and environment focused radio station launches on the Internet.

Today (26th Feb. 03) DAB Digital Radio station **Passion for the Planet** starts broadcasting on the Internet.

Passion for the Planet is the first radio station in the UK to focus on your health and your environment, and also the first radio station to combine English language hits and World Music.

Passion for the Planet has already been broadcasting across London and the south of England on DAB digital radio. Now the station is also available, for the first time, on the Internet via the Passion web site – www.passionfortheplanet.com

Passion for the Planet's output combines music and speech. The speech focuses on environmental and health issues. It is informative and entertaining - there's no preaching. Interviews and features reflect mounting concerns for the planet and its population. The environment, conservation, socially responsible attitudes, personal health and fitness, complementary and orthodox medicine, personal development and ethical consumerism are just some of the areas that are covered.

Passion for the Planet also plays an innovative mix of music mirroring London's cosmopolitan nature. The music mix combines 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.

To secure access to the best possible information and resources, as well as ensuring a balanced, accurate, impartial and informed approach, **Passion** has lined up an impressive "Brain Bank" – a group of people who are specialists and experts in their field, including Zac Goldsmith (editor of The Ecologist) Dr Rajendra Sharma (Medical Director of the Hale Clinic in London) and Professor Hugh Pennington FRSE, (Professor of Bacteriology at Aberdeen University, and Chair of the Pennington Group enquiry into the 1996 outbreak of *E.coli*/O157.)

"**Passion for the Planet's** aim is to inspire, by delivering information that is relevant to our lives today AND tomorrow. It's important that we start to take greater care of our planet and ourselves. Passion helps us all to do that by giving us the information that we need in an easily accessible way. Combine that with your favourite music plus great new tunes from world music artists and it's easy to see why Passion is already so popular. By launching on the Internet we can now reach and inspire many more people." Said Managing Director Chantal Cooke.

Passion's web site also includes contact details for the interviews broadcast on the station, so if you want to know more you know where to go.

Passion is also the first radio station to use hemp to sound-proof the studio, and to actively use recycled and re-used goods in its offices. Passion has an active policy of waste minimisation, recycling and purchasing recycled goods whenever possible.

More information visit www.passionfortheplanet.com

Note to Editors: Chantal Cooke and Kenny Stevens are available for interview. Copies of the logo and photographs are also available. Call Chantal Cooke on 020 8544 0091.