

PRESS RELEASE

31st March 2003



New health and environment radio station launches in Norfolk on March 31st 2003

DAB Digital Radio station **Passion for the Planet** launches in Norfolk on 31st March.

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

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, and ethical consumerism are just some of the areas that will be covered.

Passion for the Planet also plays an innovative mix of music mirroring the UK'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.

Over the coming weeks you'll hear about The Greenhouse in Norwich, how the University of East Anglia plays a major role in the study of storms and the development of wind energy, how various groups in Norwich are fighting to see banana plantation workers and those in the textile industries treated more fairly, how local children are being educated about Global Citizenship, plus there's organic gardening tips from the Fairhaven Garden Trust.

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, 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** is both entertaining and informative. Over the next few weeks you'll hear a variety of interviews that are specifically relevant to the people of Norfolk. Plus we'll be playing your favourite songs and great new tunes from world music artists. **Passion for the Planet** is a station for people who want to be entertained and inspired." Said Managing Director Chantal Cooke.

Passion for the Planet will be broadcasting on DAB Digital Radio on the new Norfolk Multiplex. DAB is the future of radio broadcasting as it offers crystal clear, interference free, digital quality sound, plus more choice of programmes, and the benefits of text on your radio! So you need never miss a song title again!

For more information visit www.passionfortheplanet.com
For general DAB information visit www.digitalradionow.com

Note to Editors:

- More information call Chantal Cooke on 020 8544 0091.
- Chantal Cooke and Kenny Stevens are available for interview. Copies of the logo and photographs are also available.