

***The first radio station in the UK to focus on health and the environment.***



***The first radio station in the UK to combine English language hits and World Music.***

## globally aware, locally focused

**passion for the planet** focuses on **environmental** and **health** issues.

**passion for the planet** is **informative** and **entertaining** - there's no preaching.

**passion for the planet** introduces an exciting new music format, **World Adult Contemporary**.

**interviews and features** reflect

**mounting concerns** for the **planet** and its **population**.

- there is an increasing interest in the environment and conservation.
- demand for more socially responsible attitudes is rising.
- the desire to take control of personal health and fitness is growing.
- ethical consumerism is being practised more every day.

the **World AC** music mix

is as innovative as the speech content.

Catering for the audience's openness to new ideas and sounds,

**passion for the planet** combines **english language hits** and **world music**.

- many people are already familiar with World Music, others don't realise they've already been exposed to it in the work of English language artists such as Peter Gabriel, Paul Simon and Talking Heads.

**a variety of subjects are included in every hour. for example ...**

**news** UK / international

**feature** world music artist profile [Capercaillie]

**interview** impact of colour in the workplace

**feature** the passion 8-facts [the world's forests]

**report** the "Smart Car" is eco-tested

**feature** world of difference [astrology in India]

**interview** the Bush meat trade in the UK

### **interest in health and environmental issues**

- There are 42 paid for magazines dealing with Health and Fitness, and 21 paid for magazines dealing specifically with Conservation and the Environment. Combined circulation of over 5.5 million.
- MORI research reveals that 97% of the population is concerned by at least one environmental issue.
- The "Healing Arts Festival" and the "Mind Body Spirit Festival" annually attract over 50,000 people.
- Every day the number of people turning to complementary forms of healing grows - yoga, reiki, meditation, and NLP are no longer fringe activities.

## the brain bank

ensures access to the best possible **information and resources.**

**leaders in their field** and **well connected,** they guarantee that **passion for the planet** will be

impartial

balanced

accurate

informed

and at the cutting edge of health and environmental developments.

### brain bank assets include

- **Dr Rajendra Sharma**  
Medical Director of the Hale Clinic,  
Director of 101 Group of Practitioners,  
author of "The Element Family Encyclopaedia of Health".
- **Zac Goldsmith**  
Editor of The Ecologist magazine.
- **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.

## support

**passion for the planet's** plans to produce a health and environment focused radio service have already received support from many organisations, businesses and prominent individuals, including:

**Friends of the Earth** - Environmental organisation

**Lord Thurlow** – former Deputy Under Secretary of State in the Foreign and Commonwealth Office

**Kwikpower International** – company using recycling to produce clean fuel products, valued at \$5 billion

**Global Action Plan** – registered charity

**Positive Health Publications Ltd** – complementary health magazine

**The Green Party** – political party and advisors to the London Mayor

**Royal Humane Society** – registered charity

**Infinite Contours Ltd** – promoter of personal development events including tours by Deepak Chopra

**Telemedia Management** – telemarketing and telematics consultancy

**Nascente** – world music label owned by Demon Publishing

**The Association for International Broadcasting** – co-operative forum for international broadcasting organisations

**AxiCom** – technology PR company

**The Ecologist Magazine** – monthly magazine concentrating on ecological issues

**The National Society for Clean Air and Environmental Protection** – registered charity

**Enja Records** – world music label

**Commonwealth Institute** – expanding cultural horizons through education and arts

**TVE International** – the television trust for the environment

**The British Hypnotherapy Association** – association for Hypnotherapists

**Resurgence** – a bi-monthly magazine focusing on environmental matters

**Ayurvedic Medical Association UK** – association for Ayurvedic practitioners

**British Dental Health Foundation** – promoting dental health

**Mercury Recycling Ltd** – UK company valued at £5 million

**The Real Music Company** – world music label

**The Conservation Foundation** – registered charity

**British Trust for Conservation Volunteers** – registered charity

**Healers World** – practitioner led company providing health care information

**Wilmington Publishing Ltd** – publishers of a variety of magazines including "In Cars"

**Union Square Music** – world music label

**Etherean Music** – world music label

**Action Research** - charity

**Twenty First Century Health Care** – healthcare company represented by Mr S C Sood a fellow of the International College of Surgeons

**British Wind Energy Association** – trade and professional body for the UK wind energy industry

**Environmental Health News** – weekly magazine of the Chartered Institute of Environmental Health

Many of these organisations have also agreed strategic partnerships and will provide co-marketing opportunities.

## broadcast areas

**Passion is available on DAB Digital Radio in London, Bristol/Bath, Bournemouth, Southend/Chelmsford, Peterborough, Exeter/Torbay, Swindon/West Wilts, South Hampshire and Norwich.**

**Passion is also available across the world on the Internet – [www.passionfortheplanet.com](http://www.passionfortheplanet.com)**

### Contact:

**Chantal Cooke. Passion for the Planet. Zeal House, Deer Park Road, Wimbledon, SW19 3GY**

Tel: 020 8544 0091 Email: [press@passionfortheplanet.com](mailto:press@passionfortheplanet.com)