

# PRESS RELEASE

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## Passion for the Planet teams up with Abracadabra and Direct2Home to bring DAB digital radio to people with disabilities.

Health and environment focused radio company Passion for the Planet has teamed up with fellow DAB broadcaster, Abracadabra and mail order company Direct2Home to promote the benefits of crystal clear DAB radio to adults and children with disabilities.

**passion** took a stand at Naidex and KideQuip, the UK's leading home healthcare exhibition and invited Abracadabra and Direct2Home to join them.

"There are over 8 million people with disabilities in the UK and many are keen radio listeners. By taking a stand at Naidex we wanted to ensure that they have the same opportunities as anyone else to enjoy crystal clear sound, easier tuning and the great range of new DAB stations like **passion** and Abracadabra." said **passion's** Managing Director Chantal Cooke.

**passion** also has anecdotal evidence that many people with a hearing difficulty and users of hearing aids find DAB radio much easier to hear as the sound is so much clearer and there is no hiss.

As anticipated interest and demand for DAB radios at the exhibition was very high, with the most popular sets being the PURE Evoke 1 and the new Evoke 2.

"We know that for many of the people attending the exhibition, getting out to the shops is not easy, so teaming up with mail order company Direct2Home was the perfect solution." explained Chantal.

"DAB radios have been a highly popular product for us, and this was a great opportunity to help a wider range of people enjoy the benefits. We sold a lot of product over the three days and the orders are still coming in via our Internet site. We're great fans of DAB, after all once you've experienced DAB, you're hooked!" said Andrew Whiteman Managing Director of Direct2Home.

Over 9000 people attended at the exhibition at the NEC in Birmingham between the 13<sup>th</sup> and 15<sup>th</sup> May, which is aimed specifically at healthcare professionals and adults and children with disabilities.

"KideQuip is dedicated to the needs of children, which meant it was a perfect place for us to reach young children and their carers." said Susan Stranks from Abracadabra.

### Notes to Editors:

- **FOR MORE INFORMATION** (and photos) call Chantal Cooke on 020 8544 0091 or email [chantal@passionfortheplanet.com](mailto:chantal@passionfortheplanet.com). Web: [www.passionfortheplanet.com](http://www.passionfortheplanet.com)
- **Passion for the Planet's** radio brand **passion** 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** broadcasts on DAB Digital Radio across the south of England and via the Internet.
- **Direct2Home** offers a mail order service including a wide range of DAB radios: [www.direct2home.com](http://www.direct2home.com)
- **Abracadabra** broadcasts to London on DAB and across the UK on the Internet. The station is aimed specifically at children under 10 and their carers: [www.abracadabraradio.co.uk](http://www.abracadabraradio.co.uk)