



PRESS RELEASE

Passion for the Planet signs Wellbeing Network for 12 month campaign

20th August 2007

Passion for the Planet, the UK's only health and environment focused radio station, has signed the Wellbeing Network for a 12 month on air and online campaign.

The campaign is designed to promote the Wellbeing Network web site and benefits of membership.

There are a series of radio commercials that raise awareness of the Wellbeing Network and its key aim – to make wellbeing affordable and accessible to all. This is supported by a "mini site" on the Passion for the Planet web site that allows listeners to learn more and link directly through to the Wellbeing Network. In addition a special reduced membership fee is being made available to Passion listeners.

"Passion for the Planet is the only radio station that delivers a targeted audience of people interested in their wellbeing. We are looking to reach people who are motivated to improve their lives and willing to take action to do so. Passion delivers that audience." said Neil Davidson co-founder of the Wellbeing Network.

"The Wellbeing Network is exactly the sort of company where Passion can add real value. Many of Passion's listeners run health related businesses and they visit our site regularly. So by developing a campaign that works both on air and online we can drive more personal and professional members to the Wellbeing Network's site." said Passion for the Planet's Managing Director, Chantal Cooke.

The campaign will launch on 27th August and run for 12 months.

Notes to Editors:

Chantal Cooke from Passion for the Planet is available for interview/comment and can be contacted on 020 8544 0091 / Chantal@passionfortheplanet.com

Neil Davidson from The Wellbeing Network is available for interview/comment and can be contacted on 07798 614800 / neil@wellbeingnetwork.co.uk

Passion for the Planet broadcasts on DAB to London, Essex, Bournemouth, Bristol/Bath, Devon and Peterborough, and is also available nationwide via the Internet, to an audience of ABC1 adults in the 30-55 age range. For more information visit www.passionfortheplanet.com

The Wellbeing Network is the UK'S fastest growing community interested in wellbeing issues. The network operates both through the internet, and off line through local clubs. They cover the whole UK and their membership consists mainly of ABC adults in the 30-45 age range. For more information visit www.wellbeingnetwork.co.uk