



PRESS RELEASE
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**Passion for the Planet celebrates 5 years
on DAB in the UK**

Passion for the Planet, one of the UK's few independent DAB only radio stations, celebrates its 5th birthday on 10th September 2007.

Passion was part of the original application for the third and final London licence that was won by the Digital Radio Group Ltd.

The station launched on 10th September 2002 with a big party at their offices in Wimbledon.

Since then Passion for the Planet has expanded into other regions, with services on Now Digital multiplexes in Essex, Peterborough, Bristol/Bath, Exeter/Torbay and Bournemouth.

Passion for the Planet is the only radio station in the UK to focus on health, the environment and personal development – something that was still considered very “fringe” 5 years ago, but is now the hot topic.

Founders Chantal Cooke and Kenny Stevens are passionate about the planet and protecting the people and animals that live on it – and it was this that inspired them to launch Passion for the Planet. They believed that these were issues that needed talking about in a positive and inspiring way. It is an ethos they still live by and while the media landscape has changed and environment

is the new “rock’n’roll”, the message is still uninspiring. Passion bucks that trend and continues to blaze a way forward ahead of the pack, with inspiring and intriguing content.

Passion for the Planet also plays a unique selection of music. The core is a built around an adult contemporary mix with the addition of world music tracks – all carefully chosen to appeal to an adult ABC1 audience.

The station has proved popular with listeners building up a loyal following of over 60,000 adults each week.

Passion also offers green and healthy advertisers something new – the opportunity to harness the power of radio to reach a clearly targeted audience of people interested in their health and their environment.

Passion has recently signed 12 month advertising deals with The Wellbeing Network and Educogym in Harley Street. Neither company has used radio before and both were attracted by the audience profile that Passion delivers.

“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. We’ve been very pleased with the results so far.” said Neil Davidson co-founder of the Wellbeing Network.

Passion has also received awards recognising its environmental credentials; in 2004 the station was given a British Environment and Media Award (BEMA) and in 2006 it was recognised as part of the Green Guardian Awards.

Passion for the Planet will be celebrating its 5th Birthday with a big party at Bankside in The City.

Notes to editors:

For more information/comment/interviews etc contact:

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Passion for the Planet is available on DAB digital radio across London and the south of England and nationwide on the Internet at www.passionfortheplanet.com

It is one of only a very small number of independently owned DAB radio stations in the country. Passion for the Planet is the UK's only radio station to focus on health, the environment and alternative solutions. It is also the only station to play a mixture of music from around the world, a proportion of the music is non-English language, aimed at an adult (30+) audience.