



PRESS RELEASE

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Passion for Denmark

Visit Denmark's "Beaks and Breaks" initiative, a new range of bird and nature watching holidays, has chosen to launch its radio coverage with Passion for the Planet, the UK's only health and environment focused radio station.

Visit Denmark invited Passion for the Planet to visit West Jutland to interview Danish nature experts and Passion is combining these interviews with others from the UK including experts from the RSPB and Earthwatch.

"We chose to work with Passion for the Planet because they are the experts when it comes to the environment, conservation and nature watching. They also deliver the ideal audience for us; people who want a holiday that gets them close to nature and lets them experience wildlife in its natural setting." Said Anne Marie Barsøe from Visit Denmark.

Passion for the Planet's Managing Director, Chantal Cooke commented "These are exactly the sort of features we like to do on Passion for the Planet. We're keen to show people how they can be involved in their environment and appreciate nature while having fun; afterall that's the point of a holiday- to enjoy yourself".

The series includes interviews in Denmark focusing on the birds on the Wadden Sea, seal watching along the coast, the beaver reintroduction programme at the Klosterheden forest, why re-flooding the Skjern River Delta has made it a haven for wildlife, and the best place to see thousands of migrating geese along the coast. In the UK Passion will look at the similarities between the RSPB's plans for Wallasea in Essex and the Skjern River Delta project, top tips for first time nature watchers, the best places to watch birds in the UK, and the role that nature holidays can play in conservation research.

The series will be broadcast during January – traditionally a time when people choose their holidays for the coming year.

Notes to editors:

For more information/comment/interviews etc contact:

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Passion for the Planet broadcasts to London and the south of England on DAB Digital Radio. It is one of only a very small number of independently owned DAB radio stations in the country. It is also 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. Passion for the Planet is also available via the Internet at www.passionfortheplanet.com

Visit Denmark / Beaks and Breaks

For more information on bird watching in West Jutland visits www.beaksandbreaks.com