



## **PRESS RELEASE**

**1st January 2008**

### **Do you have a Passion for the Planet? Join the Club.**

A new club for those wanting to live a green and healthy lifestyle has been launched by Passion for the Planet.

The UK's only health and environment focussed radio station is about to launch an on- and off-line club to help listeners access information about ways to protect the environment and their health.

With an online discussion forum, a regular monthly eco-challenge, advice and reviews on new eco and health related products, access to experts interviewed on the station to answer listener questions, and a range of events that will be fun, inspiring and a great way to meet and network with like-minded people.

Events already planned include an evening of fair trade chocolate tasting, a private behind the scenes nature-watching tour at an RSPB nature reserve, an evening of organic wine tasting, a natural wellness day, tree planting, and a connoisseurs tea and coffee tasting (fair-trade, of course).

"Passion for the Planet is about giving people solutions to help them decide how to live a green and healthy lifestyle and the Club is a natural extension of that. It gives our listeners direct access to the experts we interview on air, and enables them share ideas and get support from other people with the same interests." Said Passion's Managing Director Chantal Cooke.

Philip Calvert from Calvert New Media Limited has been brought in to manage the Club. He already manages a number of online forums - including clubs in the

financial services industry, a leading sales recruitment business and for a Hollywood celebrity psychic.

"Passion for the Planet has a loyal following and they want more information about the issues discussed on air. Many of the emails received at Passion were a clear indication that people are looking for ways to lead lives that are both more environmentally friendly and more healthy-friendly. Passion is seen a trusted source of unbiased, balanced information. The Club is a way to fulfil this need by giving added value to the listeners." Said Phil.

Richard White from Surrey is a regular listener looking forward to what the Passion for the Planet Club has to offer. "I really enjoy the interviews on Passion and I often learn something new, but in turn this can raise new questions that I want answered. The Club, with access to interviewees and other experts will be an ideal solution for my curiosity!"

The Club has been beta testing and officially launches on 1<sup>st</sup> January 2008. It is free to join and is hosted through Ecademy. "There seemed little sense in re-inventing the wheel, and Ecademy had the functionality we wanted and it gave us and our listeners access to an additional 150,000 people through the Ecademy network." Said Chantal Cooke.

You can join the Passion for the Planet Club, for free, at <http://www.passionfortheplanet.com/12000ecademy.htm>

**Notes to editors:** For more information/comment/interviews etc contact:

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**Passion for the Planet** launched in 2002 and broadcasts on DAB in London, Essex, Peterborough, Bristol/Bath, Devon and Dorset. The station is also available via the Internet at [www.passionfortheplanet.com](http://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.

Passion has 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.