



PRESS RELEASE
DATE: 22nd December 2008

**New Eco Children's TV show debuts on
Passion for the Planet TV.**

Launching 1st March 2009

Passion for the Planet TV has been chosen to exclusively debut the pilot episode of Chuck the Eco Duck – a new animated TV series designed to teach as well as entertain children between the ages of 5 and 11 about environmental issues and citizenship.

The pilot debuts on Passion for the Planet TV on 1st March 2009.

Chuck is the oldest son of Ductor Duck and lives on a farm outside a big town. Chuck is known worldwide as a defender of bird and animal rights. His best friend is Doodle the young cockerel. Chuck is supported in his good work by Bert the Albatross who flies with a camera and portable transmitter sending back photos and videos to TV channels and newspapers.

In episode one "Chuck and the Palm Trees" Chuck and Doodle get quacking and visit Brazil to learn about biofuels and bring some back to try out on the Farmer's tractor.

Future episodes include Chuck and the Penguins, Chuck and Clean Water, Chuck and Good Paper, Chuck and Water Energy, Chuck and Clean Air and Chuck and the Snow Goose.

"Passion for the Planet TV was the obvious choice for Chuck's debut. It's the only TV channel working to change the world by using entertainment to inspire and motivate people to live a greener, more ethical life. Chuck's values are very closely aligned with

Passion for the Planet so it made perfect sense.” explained producer Robert Sidaway from Ultra Green Films.

“We loved Chuck the moment we saw him,” says Passion for the Planet’s Managing Director Chantal Cooke, “The idea of using a fun story with colourful animation to help children learn more about environmental and conservation issues has to be a winner.”

‘Love your world’, Chuck continually reminds his friends and acquaintances.

Chuck the Eco Duck is written by Helena Bishop and Robert Sidaway and illustrated by Helena Bishop. The music is written by Madeline Rix and Oliver Payne and the series is produced by Ultra Green Films, a UK based film and TV production company.

EDITORS NOTES:

For more information, images and interviews please contact:

Passion for the Planet: Chantal Cooke, 020 8544 0091 or chantal@passionfortheplanet.com

Ultra Green Films: Robert Sidaway or Caroline Hollingworth on 01273 690285 or 07960 394 997 or Caroline.Hollingworth@ultragreengroup.com

Passion for the Planet TV was launched in 2008. It is part of the already well established group of Passion for the Planet radio stations (broadcasting on DAB digital radio and via the Internet). The company started six years ago when it launched the UK’s first mainstream radio stations dedicated to providing solutions to help us all live greener and healthier lives (long before it was trendy to be eco-friendly!) 90,000 people tune in each week via DAB (Digital Audio Broadcasting) and the Internet at www.passionfortheplanet.com.

Passion for the Planet TV is available on televisions via the SomethingTV internet protocol television (IPTV) set-top box service in the UK; online via the SomethingTV virtual set-top box; and via the Internet at www.passionfortheplanet.com.

Ultra Green Films is a subsidiary of the Ultra Green Group. The production team lead by Ashley and Robert Sidaway has been responsible for producing/co-producing 12 feature films for international release, and over a hundred hours of television programming for BBC, ITV and CH4. The first being “Rainbow” starring Bob Hoskins, Dan Aykroyd, four children, a dog and a rainbow. See details of this and other productions on www.imdb.com , and information on the Ultra Green Group on www.ultragreengroup.com

Chuck the Eco Duck - feedback from educational authorities at test screenings in Southern Cross Junior School in New Zealand and St Marys in the UK include ... ‘the theme for environment and citizenship intrigued me’ ... ‘the story lines are very informative and engaging’... ‘a ton of room for language work and both science and social science work’... ‘students in middle year would also find this entertaining’ ... ‘primary to intermediate would find this useful’.