



PRESS RELEASE

April 27th 2001

Healthy Support for Passion for the Planet

Passion for the Planet Ltd, the UK's first health focussed radio company has assembled an impressive list of supporters for its bid to broadcast to London.

Supporters include:

Dr Rajendra Sharma - Medical Director of the Hale Clinic (the largest complementary centre in Britain), Director of 101 Group of Practitioners, author of "The Element Family Encyclopaedia of Health."

Healers World Ltd – A practitioner lead company, providing health and medical content to a variety of sources.

Tony Matthews - consultant osteopathic otologist, Chairman of the Investigating Committee of the Democratic Osteopathic Council, owner of two Osteopathic and Sports Injury Clinics.

Dr Craig Brown - GP of 22 years, President of the National Federation of Spiritual Healers.

Passion for the Planet is one of the programme providers within the Digital Radio Group's (DRG) application for the third London radio multiplex licence. They are proposing "Passion for the Planet", a music and speech service.

- The speech will focus on health and environmental issues, which will be delivered in an informative and entertaining way, with no preaching.
- The music will mirror London's cosmopolitan nature and the audience's openness to new ideas and sounds by combining English language hits and world music (the collective term given to the rhythms and melodies of musicians from around the globe, including African, Celtic and Latin American).

Digital Audio Broadcasting (DAB) is the future of radio broadcasting. It offers crystal clear sound quality with no interference, and much more listener choice. There are already over 35 digital radio stations in London and many more all over the UK.

Chantal Cooke, Managing Director of Passion for the Planet said, "Looking after yourself is no longer just about going to see your GP when you feel a bit under the weather. It's about taking responsibility for your health, including prevention as well as cure. There are many therapies on offer and people need to know how to make the choices that are right for them. This is what Passion for the Planet aims to help them do. We have an excellent team of respected health care professionals on hand, so we can be sure that we will be giving balanced, and impartial information."

DRG's licence application is currently being considered by the Radio Authority with a decision due in the Summer.

Notes for Editors:

- More information about the Digital Radio Group and the proposed content of Passion for the Planet can be found by visiting www.digitalradiogroup.co.uk and www.passionfortheplanet.com
- For further information/comment please call Chantal Cooke or Kenny Stevens on 020 8544 0091.