



## contact

### Passion for the Planet Ltd.

18 Rosewall Court, Cromwell Road, Wimbledon SW19 8LZ  
phone/fax: 020 8544 0091  
email: [mail@passionfortheplanet.com](mailto:mail@passionfortheplanet.com)

## BRAND NEW RADIO STATION FOR EXETER and TORBAY

16<sup>th</sup> October 2001

### Exeter and Torbay will soon have a brand new radio station.

Passion for the Planet has won a DAB Digital Radio licence to broadcast to the Exeter and Torbay area.

Launching next summer, Passion for the Planet will combine speech and music to produce an innovative and exciting new station, unlike anything else currently available in the area.

The speech will focus on environmental and health issues. It will be informative and entertaining - there'll be no preaching. Interviews and features will reflect mounting concerns for the planet and its population. The environment, conservation, socially responsible attitudes, personal health and fitness, complementary and orthodox medicine, and ethical consumerism are just some of the areas that will be covered.

Passion for the Planet will play an innovative mix of music mirroring the areas eclectic nature. The music mix will combine familiar English language hits with an adult appeal and World Music (the collective term given to the rhythms and melodies of musicians from around the globe, including African, Celtic and Latin American).

"We are thrilled to have won this licence and to be able to bring Passion for the Planet to Devon. This is a very beautiful area of the country and it deserves a radio station that will help local people to enjoy and take pride in their environment. We are looking forward to working with the community to both inform and inspire." Said Managing Director Chantal Cooke.

Passion for the Planet is one of the three new stations that are making the leap to DAB Digital Radio, joining the likes of established favourites Gemini FM, and Classic Gold. DAB Digital Radio is a new type of broadcasting that marries superb quality with innovative new services that will be on-air in Exeter and Torbay in the middle of next year.

For more information about Passion for the Planet send an email to [mail@passionfortheplanet.com](mailto:mail@passionfortheplanet.com)

### NOTES:

- Chantal Cooke (Managing Director) and Kenny Stevens (Programme Director) are available for interview.
- Photographs and copies of the logo are also available.
- For further information please call 020 8544 0091 or 07788 184 649.
- Additional information attached.
- More information about the other digital services available in Exeter can be found at [www.now-digital.com](http://www.now-digital.com)
- There's more information about DAB Digital Radio in general at [www.ukdigitalradio.com](http://www.ukdigitalradio.com)