

PRESS RELEASE

September 12th 2002



UK's first health and environment radio station launched in London on September 12th 2002

New DAB Digital Radio station **Passion for the Planet** launched in London on 10th September.

Passion for the Planet is the first radio station in the UK to focus on health and the environment, and also the first radio station to combine English language hits and World Music.

Passion for the Planet was set up by experienced radio professionals Chantal Cooke and Kenny Stevens, with the goal of introducing an innovative format to the expanding DAB Digital Radio market.

Passion for the Planet's output combines music and speech. The speech focuses on environmental and health issues. It is informative and entertaining – there's no preaching. Interviews and features 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 also plays an innovative mix of music mirroring London's cosmopolitan nature. The music mix combines 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).

There is no other radio station like it anywhere in the UK.

To secure access to the best possible information and resources, as well as ensuring a balanced, accurate, impartial and informed approach, **Passion for the Planet** has lined up an impressive "Brain Bank" – a group of people who are specialists and experts in their field, including Zac Goldsmith (editor of The Ecologist) Dr Rajendra Sharma (Medical Director of the Hale Clinic in London) and Professor Hugh Pennington FRSE, (Professor of Bacteriology at Aberdeen University, and Chair of the Pennington Group enquiry into the 1996 outbreak of *E.coli* O157.)

"**Passion for the Planet** is both entertaining and informative. We play your favourite songs plus great new tunes from world music artists, and a broad range of interviews and features focussed on your health and environment – issues that affect our lives every day. **Passion for the Planet** is a station for intelligent people who want to be entertained and inspired." Said Managing Director Chantal Cooke.

Passion for the Planet is broadcasting on DAB Digital Radio. DAB is the future of radio broadcasting as it offers crystal clear, interference free, digital quality sound, plus more choice of programmes, and the benefits of text on your radio! So you need never miss a song title again!

Passion for the Planet broadcasts from purpose built studios in Merton.

More information call Chantal Cooke on 020 8286 1760 / 07788 184 649.

Note to Editors:

- Chantal Cooke and Kenny Stevens are available for interview. Copies of the logo and photographs are also available.