



13th October 2003

**Passion for the Planet creates EARTHWATCH month
sponsored by the Amerada Hess Environment Awards Programme.**

Health and environment focused DAB digital radio station Passion for the Planet has teamed up with environmental charity Earthwatch to showcase their Discovery conservation projects around the UK. The month is sponsored by the Amerada Hess Environment Awards Programme.

Earthwatch Month on Passion includes interviews with the scientists involved in:

- monitoring giant basking sharks off the coast of Scotland to find out how they are recovering after the ban on hunting in UK waters
- land regeneration research in Wales to bring back into use land ruined by mining
- studying dinosaur footprints on the Yorkshire coast that have been there over 170million years
- marking butterfly wings in Devon to preserve the areas biodiversity
- tracking badgers in Oxfordshire and otters in Wiltshire – which includes looking at a lot of poo!
- following the beautiful Golden Eagles of Mull and learning more about their habits in order to help them flourish in the future
- preserving ancient plant specimens in London, dating back to the middle of the 19th Century

The Amerada Hess Environment Awards Programme helps teachers take part in these projects, getting hands on experience they can then pass to their pupils. It also offers them a grant to set up their own environmental project.

The month is timed to coincide with the launch of the 2004 Amerada Hess Environment Awards programme, and Earthwatch's new programme of events for next year.

The sponsorship includes both on air and web presence.

"We are very pleased to welcome the Amerada Hess Environment Awards as the sponsors of Passion's Earthwatch Month. Amerada Hess has been a long time supporter of Earthwatch and by sponsoring this month they are helping to introduce an environmentally conscious audience to the fascinating projects that Earthwatch offer around the UK. This is a perfect fit as Passion delivers a clearly targeted audience." Said Passion for the Planet's Managing Director Chantal Cooke.

Earthwatch month on Passion runs until the end of October.

For more information about Earthwatch visit www.earthwatch.org/europe

For more information about Passion for the Planet visit www.passionfortheplanet.com

Editors Notes:

- For more information/interview/comment please contact Chantal Cooke at Passion on 020 8544 0091 or Maddy Bisoni at Earthwatch on 01865 318820.
- Passion broadcasts on DAB across the south of England and around the world on the Internet at www.passionfortheplanet.com