



24th November 2004

**DAB Digital Radio station *Passion* recognised
at prestigious Environmental awards.**

Passion for the Planet has received a Special Commendation at this year's British Environment & Media Awards [23rd Nov 04]. The judges said that Passion "deserved special recognition of the way it was imaginatively covering environmental issues and doing so in the new media of digital radio".

Passion entered its series of interviews focusing on projects across the UK organised by leading environmental organisation Earthwatch.

Passion's "Earthwatch Month" showcased scientists in the field, their work ranging from spotting sharks off the Scottish coast to collecting poo in Oxfordshire, from planting trees in Wales to preserving dinosaur footprints in Yorkshire.

Amerada Hess sponsored Passion's Earthwatch Month, which also aimed to highlight the contribution made by UK teachers as part of the Amerada Hess Environment Awards, and to inspire other teachers and members of the public to become involved in Earthwatch projects.

Passion is a ground-breaking DAB radio station, focusing on the 21st century's biggest issues – health and the environment. 24 hours a day Passion mixes adult contemporary and world music with interviews on a variety of subjects ranging from desertification to green gyms, from road testing anti-wrinkle creams to self-cleaning glass. All the interviews and features are song length and mixed with the music in a format designed for today's 30/40 somethings.

"We're thrilled to receive this Special Commendation and are pleased that the judges have recognised that informative radio can be delivered in an exciting new format. Documentaries don't suit everyone's listening habits and it's great to have our short form approach appreciated by these prestigious awards as well as our growing number of listeners," said Passion for the Planet's Managing Director Chantal Cooke.

Notes to Editors:

For more information contact Chantal Cooke on 020 8544 0091.

Passion is wholly owned by Passion for the Planet Ltd. Passion is the UK's only health and environment focussed radio station, broadcasting on DAB Digital Radio across the south of England and worldwide on the Internet - www.passionfortheplanet.com

British Environment and Media Awards - held evening of 23rd November in London. The BEMAs are presented by the WWF. Winners from television - news and documentaries, print - newspapers and magazines, radio, websites and campaigns are honoured for the vital role they play in communicating the importance of protecting the environment and alerting people to the dangers inherent in not doing so. The radio category acknowledges best coverage of environmental and sustainable issues or events by a radio programme. The judges look for high-quality reporting on environmental issues on a regional, national or international scale. www.bemas.org.uk