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DAB Digital radio station Passion for the Planet appoints IDeal Public Relations as first PR agency

Passion for the Planet, the UK's only DAB digital radio station with a focus on the environment, health and personal development, has appointed IDeal Public Relations as its first PR Agency. The brief is to raise the profile of the station and its founder Chantal Cooke, in the light of the increasing media and political attention on the topics covered by the radio station.

Chantal Cooke, founded Passion for the Planet five years ago to offer a unique blend of music and information. On air features range from ways of making our homes more environmentally sound to the implications of the Zero Point Field in personal development, and the music is a unique blend of adult contemporary and World Music

Initially the campaign will focus on offering Chantal as a knowledgeable and experienced environmental broadcaster and commentator, who is able to provide insight and comment on a range of issues facing businesses in relation to corporate social responsibility, health and the environment.

Anthea Yabsley, who founded IDeal Public Relations in the summer, following 16 years in house and agency experience, will lead the campaign. Commenting on the appointment Anthea said "With the debate on the environment and climate change becoming an ever more powerful force, this is a wonderful opportunity to use Chantal's in depth knowledge and experience of these subjects, to highlight the unique position of Passion for the Planet".

Passion for the Planet is available on DAB digital radio across London and the south of England and nationwide on the Internet at www.passionfortheplanet.com

Ends

For further press information contact Anthea Yabsley at IDeal Public Relations on 020 8578 6777 or email Anthea.yabsley@bopenworld.com

Notes to editors

- 2004 British Environment and Media Awards – Special commendation for the Best Radio Feature of Current Affairs programme.
- 2006 Green Guardian Awards - Special commendation in the Green Business category