



PRESS RELEASE

Passion for the Planet becomes the Fes Festival's first ever UK media partner

11th April 2008

Award winning DAB radio station Passion for the Planet has been chosen as the **first ever** UK media partner for the hugely successful Fes Festival of World Spiritual Music in Morocco.

The Festival, in its 14th year, takes place from 6th to 14th June in the ancient city of Fes (Fez). The Fes Festival attracts both musicians seeking fresh ideas and renewed inspiration as well as international music lovers, many of whom return year after year. VIP guests last year included members of the Irish supergroup U2, composer Osvaldo Golijov and Queen Rania of Jordan.

HRH The Prince of Wales praised the Fes Festival for its spiritual, ethical and humanitarian values in a video message made specially for the 2005 festival.

The partnership is a first for both the Fes Festival and Passion for the Planet. Passion joins a distinguished list of international media partners including Radio France International, Le Figaro and Al Jazeera.

"We have chosen to partner with Passion for the Planet as it is the only radio station in the UK to deliver an audience that's focused on the issues close to the heart of the Fes Festival." said Mary Finnigan the festival's UK Co-ordinator. "Both the Fes Festival and Passion for the Planet are about making the world a better place, about getting in touch with our spirituality, about tolerance and understanding through communication and friendship. This partnership makes perfect sense for us and we hope this is the first of many years working with Passion for the Planet."

Passion for the Planet will be promoting this year's festival on air during May and will visit the festival to record interviews with some of the Fes Forum speakers, for broadcast later this year.

"We've been to the Fes Festival in the past and it's a magical event – music from all over the world in stunning settings." says Passion's managing Director Chantal Cooke. "Just imagine listening to music under the stars surrounded by the majesty of the Bab Makina palace courtyard, or dancing with Sufi mystics in to the early hours, or sitting in the shade of an ancient oak tree listening to leading thinkers of the 21st century, and then lunching in the hustle and bustle of the medina of Fes, chatting with locals and soaking up the sounds and smells of the souks. This is the experience we hope to bring to our listeners."

Notes to Editors:

- Chantal Cooke from Passion for the Planet is available for interview/comment and can be contacted on 020 8544 0091 / Chantal@passionfortheplanet.com
- Mary Finnigan from the Fes Festival is available for interview/comment and can be contacted on 0117 330 8486 / 07808 988405
mary.finnigan@gmail.com

Passion for the Planet broadcasts on DAB to London, Essex, Bournemouth, Bristol/Bath, Devon and Peterborough, and is also available nationwide via the Internet. Passion reaches an audience of health, environment, spirituality and personal development focused adults. Passion's audience is open minded, keen to change the world and live a more ethical, sustainable lifestyle. For more information visit

www.passionfortheplanet.com

The Fes Festival is from 6th to 14th June 2008. It has many fans including U2's lead singer Bono and Sir Nicholas Pearson, Chairman of The Temenos Academy; "Fes and its sacred music festival has a unique opportunity to become the place where Islam meets the West in open and fair-minded dialogue," says Sir Nicholas. For more information visit www.fesfestival.com