



**PRESS RELEASE**  
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## **Girl's Life Changes Listening to the Radio**

University graduate Helen Chapman only took up her job at environmental radio station **Passion for the Planet** as a temporary means to earn money for travelling, a move which ended up changing not only her lifestyle but her plans for her future career.

Helen got the job through a family friend, originally harbouring very little interest for her impact on the environment and paying much more attention on how to keep her social life up after university has ended!

However, after working for the radio station and listening to what **Passion for the Planet** has to offer day in day out in the office, Helen claims she has picked up hundreds of tips and advice - not just how to live a healthier lifestyle but a more environmentally friendly one too.

"Although I have never made any conscious effort to make changes to my life, by listening to **Passion for the Planet** it just seems to have happened naturally" says Helen. "By listening to the interviews I now have insights into a whole range of topics from cutting down office waste, to training falcons, where I can shop ethically and how to get into business. Although I still own a car I certainly use it less. Even the smallest changes make such a difference, from the way I eat (although I'm not a full blown vegetarian I am definitely feeling the benefits of eating less meat) to being able to drop into conversation the latest knowledge on the biofuels debate!"

**Passion for the Planet's** studios are based in London. It is the only radio station in the UK to focus on health and environmental issues. Passion for the Planet has five radio stations in the group broadcasting to London, Essex, Peterborough, Devon and the Bristol/Bath area.

Founders Chantal Cooke and Kenny Stevens have ensured that the company is as passionate about the planet as they are; the studios are sound-proofed with Scottish grown hemp, they use low energy light bulbs, the office furniture is reclaimed, there are recycling bins for paper, cans, glass, plastic, CDs etc. All office PC equipment is switched off completely at night (no stand-by lights left on). **Passion for the Planet** produces only one small carrier

bag of non-recyclable waste each week. And they are carbon neutral by off-setting their CO2 emissions through "Pure the Clean Planet Trust".

**Passion for the Planet** has also encouraged the owners of the building in which they are based, to be greener too. They arranged for them to have an environmental audit, have put "hippos" in the toilet tanks and organised a weekly collection of paper for recycling.

And apart from being more knowledgeable, how else has Passion for Planet impacted Helen's life? "The health tips have left me feeling more energetic and the inspiring good business interviews have made me reconsider my career path. Now I know there are so many more options than just joining a graduate scheme! Reusing or reducing what I use has not only cut down waste but has saved me money too – all the more for travelling!" said Helen.

"We're thrilled that Helen has benefited so much from listening to Passion for the Planet. Our aim is to inspire and motivate people to live a healthier, greener life by giving them useful information in an entertaining way. And Helen is proof that what we are doing is making a difference." explained Passion for the Planet's Managing Director Chantal Cooke.

**Notes to editors:**

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Photographs are available on request – please let us know your requirements.

**Passion for the Planet** broadcasts to London and the south of England on DAB Digital Radio. It is one of only a small number of independently owned DAB radio stations in the country. It is also the UK's only radio station to focus on health, the environment and alternative solutions. It is also the only station to play a mixture of music from around the world (a proportion of the music is non-English language) aimed at an adult (30+) audience.