



PRESS RELEASE

12th January 2009

Six UK charities given the gift of radio advertising

Six UK charities have been given the gift of radio advertising.

Passion for the Planet, the UK's only radio station focused on helping us all live a greener, healthier more ethical life, has celebrated its 6th Birthday by choosing six charities to benefit from a free advertising campaign.

Guests at the birthday celebrations were asked to nominate a charity to receive the free radio advertising campaign and the winning charities were:

The MS Trust

Cancer Research UK

The Westminster Society for people with learning disabilities

The RSPCA

PEAS (Promoting Equality in African Schools)

Unicef

The campaigns will launch on air on Passion for the Planet from 12th January 2009.

“This is a great opportunity for us to reach more people and tell them about the work of The Westminster Society. As a local charity, radio advertising would

normally be beyond our reach so we are extremely grateful for this an amazing gift.” said Shirley Rodwell, a trustee and Chair of Appeals.

Passion for the Planet reaches over 90,000 people per week and broadcasts on DAB radio in London and the across the south and nationwide via the Internet at www.passionfortheplanet.com

“We decided from the very beginning of Passion for the Planet that we’d like to be able to support charities by giving them promotion on air. In many ways this can be more valuable than any cash donation we could make. On air advertising helps raise their profile and raise funds at the same time,” explained Passion for the Planet’s managing Director Chantal Cooke.

EDITORS NOTES:

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Passion for the Planet is the UK’s only radio station providing you with solutions for a green and healthy lifestyle. Playing music from around the world plus interviews and features focused on your health, environment and personal development. Passion for the Planet is a radio station for people who care. Listen on DAB radio across the south of England and nationwide via the Internet at www.passionfortheplanet.com

The Westminster Society provides quality services and new opportunities for people with learning disabilities and their families in the vast central London borough of Westminster, which includes areas of affluence and also areas of great deprivation. The charity runs residential homes, supervised flats for those who want more independence, clubs with educational and leisure activities for people who otherwise have very little social life, a Family Centre and nursery, a drop-in centre, family advisory services and more. The Society aims to improve the lives of people with learning disabilities, ensuring they are given rights, responsibilities and opportunities to live a full and varied life, see www.wspld.org.