



PRESS RELEASE
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**New Eco Children's TV show exclusively on
Passion for the Planet TV.**

**1st March 2009: Chuck the Eco Duck is available from today, exclusively on
Passion for the Planet TV.**

Chuck the Eco Duck is a new animated TV series designed to teach as well as entertain children between the ages of 5 and 11 about environmental issues and citizenship.

Chuck is the oldest son of Ductor Duck and lives on a farm outside a big town. Chuck is a defender of bird and animal rights. His best friend is Doodle the young cockerel. Chuck is supported in his good work by Bert the Albatross who flies with a camera and portable transmitter sending back photos and videos to TV channels and newspapers.

In episode one "Chuck and the Palm Trees" Chuck and Doodle get quacking and visit Brazil to learn about biofuels and bring some back to try out on the Farmer's tractor.

Future episodes include Chuck and the Penguins, Chuck and Clean Water, Chuck and Good Paper, Chuck and Water Energy, Chuck and Clean Air and Chuck and the Snow Goose.

"Passion for the Planet TV was the obvious choice for Chuck the Eco Duck. It's the only TV channel working to change the world by using entertainment to inspire and motivate people to live a greener, more ethical life. Chuck's values are very closely aligned with Passion for the Planet so it made perfect sense." explained producer Robert Sidaway from Ultra Green Films.

"We loved Chuck the moment we saw him," says Passion for the Planet's Managing Director Chantal Cooke, "The idea of using a fun story with colourful animation to help children learn more about environmental and conservation issues has to be a winner."

Chuck the Eco Duck is available on demand on the web site:

www.passionfortheplanet.com (click on TV) and via "Something TV" Set Top Boxes.

Chuck the Eco Duck is written by Helena Bishop and Robert Sidaway and illustrated by Helena Bishop. The music is written by Madeline Rix and Oliver Payne and the series is produced by Ultra Green Films, a UK based film and TV production company.

EDITORS NOTES:

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Passion for the Planet TV was launched in 2008. It is part of the already well established group of Passion for the Planet radio stations (broadcasting on DAB digital radio and via the Internet). The company started six years ago when it launched the UK's first mainstream radio stations dedicated to providing solutions to help us all live greener and healthier lives (long before it was trendy to be eco-friendly!) 90,000 people tune in each week via DAB (Digital Audio Broadcasting) and the Internet at www.passionfortheplanet.com.

Passion for the Planet TV is available on televisions via the SomethingTV internet protocol television (IPTV) set-top box service in the UK; online via the SomethingTV virtual set-top box; and via the Internet at www.passionfortheplanet.com.

Ultra Green Films is a subsidiary of the Ultra Green Group. The production team lead by Ashley and Robert Sidaway has been responsible for producing/co-producing 12 feature films for international release, and over a hundred hours of television programming for BBC, ITV and CH4. The first being "Rainbow" starring Bob Hoskins, Dan Aykroyd, four children, a dog and a rainbow. See details of this and other productions on www.imdb.com , and information on the Ultra Green Group on www.ultrageengroup.com