

## **PRESS RELEASE**

8<sup>th</sup> May 2009

### **PASSION FOR PRIMATES**

#### ***ADI teams up with Passion for the Planet TV to save the primates***

Passion for the Planet TV is teaming up with ADI (Animal Defenders International) to highlight key animal welfare issues and bring them to a wider audience.

From 8<sup>th</sup> May, Passion for the Planet TV will be featuring ADI films 'Save the Primates', 'Toto Goes Home', 'Big Cat Rescue', and 'Stop Circus Suffering' which show the plights of primates in research and the suffering of circus animals.

Following the disappointing result of the European Parliament vote earlier this week (5<sup>th</sup> May) governing animal research and testing throughout the EU (known as Directive 86/609), it is more important than ever to raise awareness of plight of primates used in testing.

Jan Creamer, chief executive of ADI, is enthusiastic about the partnership: "We welcome this initiative with Passion for the Planet TV, especially at this time when the use of primates in experiments raises both ethical and scientific concerns. Viewers will be able to see, in our campaign video, what this EU vote means to 10,000 primates a year used in research in the EU and exposed to appalling inhumane conditions, when alternatives already exist that produce far more reliable results."

Chantal from Passion for the Planet TV, said: "This issue affects us all as primates are central to the ecosystem that we as humans depend on and their removal from their habitat for experiments, entertainment or the pet trade will signal the destruction of our planet. Passion for the Planet TV is keen to help ADI highlight these issues and inform our audience about the impact of using primates and other animals in these ways."

The films also highlight the cruelty many wild animals endure in circuses across the world.

All four films will be available **on demand** on Passion for the Planet TV and will also be promoted via Passion for the Planet radio; the largest radio group in the UK focused on health and environmental issues.

Viewers are also being encouraged to give their views in an online poll asking whether animals in circuses should be banned and if it is ever acceptable to experiment on primates?

Visit: <http://www.passionfortheplanet.com/pftp3023.htm>

Watch, on demand, at [www.passionfortheplanet.com](http://www.passionfortheplanet.com) and via SomethingTV set-top boxes.

### **NOTES TO EDITORS**

**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!) 120,000 people tune in each week via DAB (Digital Audio Broadcasting) and the Internet at [www.passionfortheplanet.com](http://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](http://www.passionfortheplanet.com)

### **Animal Defenders International (ADI)**

With offices in London and San Francisco, Animal Defenders International (ADI) is a major international campaigning group, lobbying on animal welfare issues such as animals' use in experiments and entertainment; worldwide traffic in endangered species; conservation and pollution; factory farming and vegetarianism. ADI involves itself in international campaigns to save primates from extinction and wild animal rescues as well as educational work on conservation and the environment. ADI has become a major force for animal protection and has succeeded through its undercover investigations in securing legal protection for animals. ADI's evidence of the torment to animals has led to campaigns and legislative action all over the world to protect them. ADI opposes violence or intimidation whether directed at humans or other animals. <http://www.ad-international.org>