



2009
GREEN AWARDS™
FOR CREATIVITY IN SUSTAINABILITY

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Passion for the Planet Sponsor Best Green Radio Award

Green Awards™ and Passion for the Planet team up to push the green radio advertising benchmark

8th September 2009, London – Environmental radio station Passion for the Planet has announced their sponsorship of the 2009 **GREEN AWARDS™** for Best Green Radio Award, in a move that highlights the continued relevance of radio advertisements in communicating sustainability.

Chantal Cooke, co-founder Passion for the Planet, said: “Communicating sustainability and encouraging people to make more sustainable choices has to be about celebrating what’s great about “being green”. It’s about making it both inspirational and aspirational. That’s what we do on Passion for the Planet and that’s why we support The Green Awards – to help celebrate what’s great about green.”

The best green radio award will reward the best radio ad that most effectively tells a green story and catches listeners’ attention. At the 2008 Green Awards no winner was selected in this category, and it’s hoped this will raise the bar for this year’s entries.

The judges will pay special attention to the way the ad communicates the benefits of going green and will look for ads that include a strong and motivational call to action to mobilise listeners and encourage them to go and do something that makes a difference in terms of lowering their carbon footprint.

The 2009 **GREEN AWARDS™** are now open for entries until 18th September. To apply visit www.greenawards.co.uk and download an entry form.

- ENDS -

Editor's Notes:

The **GREEN AWARDS™** recognises excellence in 16 categories from Best Green International Campaign open to global entrants to Best Green Campaigner for individuals and small groups championing sustainability.

The Awards will be presented by **Janey Lee Grace**, BBC Radio 2 presenter and author of the best seller book 'Imperfectly Natural Woman - getting life right the natural way' on 18th November at the LSO St.Luke's in London.

For more information visit www.greenawards.co.uk

Follow us on Twitter - www.twitter.com/greenawards

For details of sponsorship opportunities contact: sponsorship@greenawards.co.uk

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Passion for the Planet:

Passion for the Planet is the UK's biggest group of radio stations focusing on your health and your environment.

Launched seven years and broadcasting to the South of England, Passion for the Planet is at the forefront of inspiring people to make sustainable choices.

It celebrates what's good about the planet and its people, highlighting the efforts being made to improve what could be better in the world.

You'll hear expert interviews and inspiring ideas plus classic tracks and new music from across the globe.

Passion for the Planet is about giving people the information and knowledge they need to live an ethical life – and to live it to the full.

Passion for the Planet is radio that's intriguing and inspiring, its radio for people who care.

Listen on DAB radio across London and the South of England and nationwide via the Internet at www.passionfortheplanet.com

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