



PRESS RELEASE: for immediate release
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Radio Station Founder Bags Column in The3rdi Magazine

PASSION for the PLANET co-founder Chantal Cooke has been signed up by "The 3rdi" magazine to write a regular column on ethical living.

Adding to an ethically-driven team of professionals, Chantal will contribute to the magazine's goal of helping its readers to make their own businesses and private lives as rewarding as possible.

"As a recipient of the Triodos Women and Ethical Business Award and a London Leader in Sustainability Chantal is a fantastic asset. Our mission is to create a women's business journal with a difference; so Chantal's experience as co-founder and Director of her own ethically focused business, Passion for the Planet radio, combined with her invaluable work as an environmental journalist, made her our first choice." said Managing Editor Karen Birch.

The 3rdi is a magazine for women in business and was launched by Karen and Phil Birch in order to help working women find balance in their lives. The magazine focuses on giving its readers useful advice and inspiring ideas.

"Chantal experience as a business woman juggling a hectic professional and private life resonates with many of our readers. She also has 100's of tips to help

others live ethically without giving up what's fun in life. We are very excited about what Chantal brings to the team!" continued Karen.

Chantal has over 20 years experience as a journalist. Before starting her company, Passion for the Planet, she worked for the BBC and independent radio stations in the UK and Europe (and wrote her first environmental article aged just 8 years old). Chantal is now considered one of Britain's top environmental entrepreneurs, and in addition to running Passion for the Planet, she also writes for a number of publications, including bi-monthly Eco Tips for "Healthy Living" magazine.

Earlier this year Chantal was appointed a London Leader in Sustainability (through the Sustainable Development Commission), launching her "Munch Less Meat" campaign to encourage Londoners to consume less meat. (Producing 1 kg of beef results in more CO2 emissions than going for a three-hour drive while leaving all the lights on at home).

"I'm very passionate about what I do and am keen to ensure that I only work with like-minded organisations. My main aim in life is to help and inspire people to make the most of their lives while caring the planet around them – these two things are not mutually exclusive, in fact I'd argue you cant have one without the other. The3rdi and its team have a similar philosophy so it was clear that working together would help us both achieve our goals." says Chantal.

The3rdi is published monthly and is also available online and as an e-newsletter. Visit www.the3rdi.co.uk for more information and to subscribe.

Editors Notes:

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Chantal Cooke is an experienced broadcaster and is available for interview, written commissions and comment.

Chantal is a professional journalist, having interviewed 1000s of environmental academics Chantal is an expert at getting to the heart of an issue.

Chantal co-founded Passion for the Planet radio: the only mainstream station providing you with solutions for a green and healthy lifestyle. Playing music from around the world, mixed with interviews and features focused on your health, environment and personal development. Tune in on DAB and online at: www.passionfortheplanet.com.

The 3rdi is an online journal that writes and reviews articles across a broad range of business and lifestyle issues drawing on the experience of senior professional and executive collaborators from all walks of commerce, industry, finance, health, coaching and the arts. www.the3rdi.co.uk

Images to accompany this press release are available on request.