



PRESS RELEASE
16th June 2009

What do you do if Paul McCartney steals your thunder?

What do you do if you've spent over a year planning a campaign, you've got the web site, the supporters, the content – everything is in place and you're ready to launch, and then 2 weeks before D Day Paul McCartney appears on TV with a carbon copy of your campaign?

That's exactly what has happened to Chantal Cooke, co founder of Passion for the Planet and a 2009 London Leader in Sustainability.

Chantal has been planning the "Meat Free Days" campaign for the last 12 months and was ready to launch on 1st July. The aim of the campaign is to encourage Londoners to have one meat free day a week as a way of reducing their carbon footprint and contributing to a more sustainable city.

But yesterday, Monday 15th June Paul McCartney launched his Meat Free Mondays campaign – with exactly the same aim.

"Its one of those weird situations where you are both pleased and fed up at the same time," explained Chantal. "I am thrilled that someone with the profile of Sir Paul is supporting the idea of having a meat free day, as the more people that pledge to eat a little less meat each week the better. On the other hand I can't

help but feel a bit deflated that a year's worth of work has to be binned and someone else got there before me!"

Chantal's campaign was put together as part of her role as a London Leader in Sustainability. All London Leaders are appointed by the Sustainable Development Commission and approved by the Mayor's Office. The aim is to give sustainability a human face and inspire people to take action in their own lives.

"At the end of the day I want to see more people choosing meat free meals so I can't be angry that Sir Paul had the same idea – we're both striving for the same goal." said Chantal. **"We think Meat Free Mondays is such a great idea that Passion for the Planet will be donating a year's advertising to the campaign to help it reach as many people as possible."**

So now that Paul McCartney has stolen her thunder what will Chantal do next?

"The Meat Free Days Campaign was one way to help people contribute to "saving the planet" but there are plenty of other ways we can contribute. I'd love to hear other people's ideas on what we can do – those small, easy steps everyone can take, that together can make a huge difference. The Internet allows true collaboration, so we'll be launching an eco-wiki where we can all share ideas for a greener, more sustainable future. This way everyone can share the ideas and hopefully no one else will be beaten by a Beatle."

Editors Notes

The eco-wiki (and the new blog) will be launched soon on www.everylittleactionhelps.com

Passion for the Planet is the UK's biggest group of radio stations 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. You can listen to Passion for the Planet on DAB radio and online at:
www.passionfortheplanet.com.

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London Leaders

The London Sustainable Development Commission was appointed in 2002 to promote sustainable development in London and advise on the sustainability of city-wide strategies.

More information on the London Leaders programme visit: www.londonsdc.org

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