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### **Passion for the Planet becomes London Leaders official radio station**

The London Sustainable Development Commission today announced that Passion for the Planet is to be the official radio station for its flagship programme, 'London Leaders'.

The London Leaders programme supported by the Mayor of London Boris Johnson, brings together some of London's leading lights in sustainability, to deliver real changes to Londoner's quality of life, and inspire others to do the same. This year there are 16 leaders who over the course of 12 months will undertake projects that not only demonstrate sustainability in action, but also motivate and catalyse the kind of change that delivers real improvements in the quality of life for Londoners and their communities.

Passion for the Planet - a radio station available on DAB digital radio - will be broadcasting a series of interviews over the next 12 months with the London Leaders, who will give details on what projects they are undertaking across the capital, how people can join in and their unique perspectives on what it takes to be a leader for sustainable development.

John Plowman, Chair of the London Sustainable Development Commission, said: "We are thrilled to be associated with Passion for the Planet, a radio station whose ethos closely matches that of our own. Together we can spread the word further about some of the inspirational work taking place in London by the London Leaders, how people can get involved with what they do, and the innovative approaches being taken to improve the quality of life of our communities."

Chantal Cooke, Co-founder of Passion for the Planet and a London Leader in 2009, said "London Leaders is a programme that effects real change within London. I've been impressed by what last year's Leaders achieved and I am very

inspired by the projects being developed this year. Bringing these initiatives to a wider audience can only be a good thing for us all.”

In April Chantal will be interviewing two Leaders from 2008, Dusty Gedge, Founder of Living Roofs and an international expert on green roofs; and Philippe Castaing, a restaurateur who established Brixton Green, an initiative to transform Brixton into a hub for green business. Forthcoming interviewees will also include London Leaders 2009: Wayne Hemingway, Designer and Founder of HemingwayDesign, Rob Holdway, Director of Giraffe Innovation and presenter of Channel 4's Dumped and Frances Corner, Head of London College of Fashion.

**Notes to editors:**

1. Passion for the Planet radio station: the only radio 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. You can listen to Passion for the Planet on DAB radio and online at: [www.passionfortheplanet.com](http://www.passionfortheplanet.com).
2. The London Leaders programme is an initiative of the London Sustainable Development Commission, which advises the Mayor of London on making London an exemplary sustainable city. More information can be found at: [www.londonsdc.org/londonleaders](http://www.londonsdc.org/londonleaders).
3. Media enquiries – contact details not for publication

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