

## BIG 92.7 FM Chennai to support Greenpeace's 'Blue Alert' Campaign

*BIG 92.7 FM Chennai, in continuation to the 'vibe of the city' offering will support the 'Blue Alert' campaign organized by Greenpeace through a wholesome programming mix put together both on-air and on ground. The campaign will spread awareness on the adverse effects of global warming - climatic changes and rising of sea levels. Chennai's No. 1 RJ, BIG Dheena who hosts the BIG Vanakkam show, everyday between 7.00 am to 11.00 am on BIG 92.7 FM will be actively involved in spreading awareness on the effects of climatic changes. The awareness drive which has begun on the radio station will run upto April 12, 2008 and will seek full support and participation from the Chennai-ites.*

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In continuation to the ongoing celebration of '**Tamizhanin Perumai**', BIG 92.7 FM will have promos playing on-air creating awareness about the campaign urging all proud Tamilians to join Greenpeace in their 'Blue Alert' campaign. There will also be celebrities from different fields who will talk about the effects of global warming. BIG 92.7 FM through its on-air efforts will help in empowering listeners to be a '**blue buster**' who will sign up concern letters to be printed by Greenpeace which in turn will be sent to the members of Parliament to urge them to take necessary action on rising temperature.

Talking about the initiative **Mr. P.B. Ramaswamy, Cluster Head, BIG 92.7 FM TamilNadu** said 'The time has come for all of us to realize about the adverse effects of global warming. Greenpeace's report clearly states that if India does not mitigate against climate change this will result in further global temperature rise which in turn will result in sea level rise. Sea level rise will lead to millions of people losing their land and livelihood as they will be official climate refugees. At BIG 92.7 FM, we believe in impacting listeners lives positively and adding value and this association with Greenpeace's 'Blue Alert' campaign is just the right fit. We look forward to great support from aware and responsible listeners in Chennai.'

### About Blue Alert:

Greenpeace's "Blue Busters" will get citizens of Chennai involved and show them how personal the problem of climate change really is! People will be encouraged to take part by signing postcards which Greenpeace will send to the elected representatives - the Members of Parliament - to pressurize them to speak about the issue and raise questions about it in the Parliament.

### **BIG 92.7 FM - Kekkalam Pesalam Life Kondadalam**

**- END -BIG 92.7 FM, India's No. 1 FM Station and the Radio initiative from Adlabs Films Ltd., since the launch of its first Station in September 2006, has expanded at sturdy speed and is poised to create history by successfully completing its goal for a pan India presence, spanning across 45 cities, 1000 towns and 50,000 villages to reach 200 million Indians across the length and breadth of the country. The Company is on its way to taking Radio as a medium of entertainment not only to the key metros, but also to virgin markets that have never before experienced this medium of entertainment and has already completed the same in 44 of the 45 targeted cities .In the first phase of its launches, BIG 92.7 FM set up Stations in the metros of Delhi, Hyderabad, Chennai, Kolkata, Bangalore and Mumbai. The second phase of launches have taken BIG 92.7 FM to several tier II towns at the end of which the total count will be taken to 45**

**For more information, Please contact:**

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