

Press Release



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Launch of 'Somerset is GO!'

This week 10Radio launches its new recession busting show, 'Somerset is GO!' dedicated to discussing the impact of the economic downturn on Taunton and its surrounding area.

Presenter Philip Knighton said: "Every week for the next six months we'll be talking to local businesses about the how the recession has affected them, and what they're doing to survive. And we'll also be talking to ordinary people, especially those who might have been most affected by the recession through unemployment, wage cuts and general belt tightening."

As well as interviews with people and businesses affected by the recession, 'Somerset is GO!' will include local business news and hot tips on how to survive the downturn.

Julian Mellor, Chair of 10Radio, said "As a local business we have felt the impact of the recession and we know that it's affecting our sponsors and suppliers. But sometimes people running businesses can feel swamped by the enormity of the issues. 'Somerset is GO!' will discuss the problems that everyone is facing, and find those innovative ways that local businesses have found for addressing them.

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NOTES FOR EDITORS

'Somerset is GO!' will be broadcast every Wednesday from 5-6pm on 10Radio on 105.3fm and at 10radio.org The programme is repeated on Saturdays at 12 noon.

Somerset is GO! is funded by Taunton Deane Borough Council from their Recession Relief Fund.

10Radio broadcasts throughout Taunton Deane on 105.3fm and also on the internet at www.10Radio.org. The studios are in Wiveliscombe.

10Radio is a Community Interest Company, owned by its members from the local community, and committed to broadcasting radio for the community, by the community.