

## **BIG FM CHENNAI TO HOST BIG MARATHON - A 72 HOURS RADIO SHOW ON 'FREEDOM FROM PLASTIC'**

**Chennai, 9th August, 2018:** As a part of the Independence Day celebrations, BIG FM Chennai seeks to reinforce the urgent need for environmental conservation through its novel initiative - 'Freedom from Plastic'. Time and again, the radio network has taken various initiatives to make the future generation aware of the adverse effects of pollution. With an intent to create a significant impact and make the environment cleaner, healthier and sustainable, BIG MJ Giri Giri will be hosting a BIG Marathon for 3 three days leading up to Independence Day. On his show, he will be pledging to draw citizens' attention towards the eco-conscious growth.

A 72 hours radio marathon will be based on 'Freedom from Plastic,' where MJ Giri Giri will be featuring noted personalities from different walks of life who have been voluntarily working towards 'no plastic environment.' He along with these game-changers will also sensitize people about the drastic effects of plastic and how it affects one's health and the environment as a whole. The show will recognize change makers like **Arun Krishnamurthy from Environment Foundation of India, Namma Boomi, Citizen Consumer and civic action group (CAG)**, along with Kabadiwallas and many other individuals for the incredible efforts taken by them for a plastic free environment.

Speaking about the initiative MJ Giri Giri says "BIG FM has always aimed at delivering a strong social message combined with entertainment to the mass audience. BIG marathon is another initiative through which we focus on plastic usage and its effect on our environment. Plastic consumption has been one of the major contributing factors of pollution generated in the environment. With the recent announcement from the Tamil Nadu government on banning plastic, it is high time to educate people on the same. We believe this show will help bring/ will contribute towards bringing a change in the society".

**Quote from Arun Krishnamurthy from Environment Foundation of India -**

BIG Marathon hosted by MJ Giri Giri will aim at creating public awareness on different alternatives and innovations surrounding eco-friendly practices.