



NEWS RELEASE

TIME Magazine names Kristine Pearson an Eco-Hero

London, 25 October 2007... The Freeplay Foundation is delighted to announce that its CEO, Kristine Pearson, has been named one of TIME magazine's Heroes of the Environment for 2007. TIME applauds the Heroes as the "most innovative and influential protectors of the planet" and highlights Pearson's role in conceiving and developing the Freeplay Lifeline radio. TIME will host a celebration of the Heroes in London on 25 October.

TIME magazine is on newsstands outside the US now. The article can be viewed at http://www.time.com/time/specials/2007/article/0,28804,1663317_1663322_1669935,00.html

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