

## **Press Release**

**02-03-10**

### **Change of direction promises motivational future for East Yorkshire businesswoman**

An East Yorkshire businesswoman has followed her passion for care and is forging a second career helping people with dementia.

Janet Godfrey from Holme on Spalding Moor is already a voluntary 'Alzheimer's Befriender', so when the opportunity arose to operate a Motivation & Co franchise providing specialist recreation and motivation classes for the elderly, 48 year old Janet jumped at the chance.

Motivation & Co is a growing 15 franchise business that was launched by North Yorkshire businesswoman Elaine Everett in 1998 after she witnessed her grandfather's decline in physical and mental dexterity after he moved into a care home. She resolved to improve the lives of people in care and worked with professional therapists to develop a series of fun and interactive classes that include gentle exercise, physiotherapy, mental agility and music.

Janet's new career as a motivational therapist for Motivation & Co. spans the vast YO postcode area and involves delivering the Motivation & Co classes in private and council run care and learning disability homes from Selby to the seaside at Whitby. Far from being daunted by the enormity of the franchise area, Janet loves every minute of her new career; "We have so much fun and it's really rewarding to see that the residents are visibly energised at the end of the Motivation & Co class. It's so true that gentle exercise has a positive impact on older people. It really can improve strength, appetite, memory and self esteem and everybody feels better for it."

Resident Jimmy from Bessingby Hall in Bridlington agrees; "I thoroughly enjoy the Motivation Class and it's lovely to see the great effect it has on all the other residents - everyone gets something out of it - we're stimulated both physically and mentally as the class involves us all having to think a little and move a little. Thank you!"

Janet runs the structured, seasonally themed Motivation & Co classes weekly, fortnightly or monthly, depending on what the homes and the residents want. Each

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class comprises four key elements (Mental Stimulation, Chair Exercise, Motivation & Co Game & Interaction and Relaxation/Music Therapy) that have been researched by Leeds Metropolitan University and St James's Hospital Leeds and are proven to improve physical and emotional well-being.

Janet is so committed to spreading the word about the benefits of her Motivation & Co classes that she welcomes the opportunity to deliver a discounted taster Motivation & Co class to any residential or learning disability home with a YO postcode. Please call Janet on 07859 409317 for more information.

When she's not motivating Yorkshire's elderly, Janet is employed part time helping adults with mental health challenges.

Ends

#### Photo caption

1. Janet Godfrey, Motivation & Co franchisee for York
2. Jimmy and Janet chat after a Motivation & Co class in Bridlington

For more information or to arrange an interview with Janet Godfrey or Elaine Everett please contact Tracey Baty at three60 marketing on

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#### Notes to editors

1. Alzheimers befrienders offer companionship, trust and support to the UK's 820,000 Alzheimers patients. For more information, please visit [www.alzheimers.org.uk](http://www.alzheimers.org.uk)
2. Motivation & Co was founded in 1998 by Elaine Everett with a staff of one and is now a successful 15 franchise business delivering over 1100 classes weekly in care homes throughout the UK and has recently opened a franchise in Queensland, Australia

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3. For more information about Motivation & Co's award winning physical motivation classes in care homes, please visit [www.motivationandco.com](http://www.motivationandco.com)
4. All Motivational Therapists go through an intense training programme, part of which includes the Yesterday, Today, Tomorrow developed by the Alzheimer's Society
5. Elaine Everett also operates VCA that improves the quality of life of people with communication challenges by providing simple, highly visual solutions using books and directional signs. For more information about VCA, please call 01937 558 426 or visit [www.visualcommunicationaid.com](http://www.visualcommunicationaid.com)