

## **YORKSHIRE RELEASE**

### **YORKSHIRE VENTURE HITS AUSTRALIA**

The brainchild of a Tadcaster businesswoman is beating the recession and expanding across the world.

Motivation & Co, which offers offering fun exercise classes to residents of all ages in day centres and care, residential and nursing homes, has just launched its first franchise in Queensland, Australia.

Elaine Everett, who set up the company in 1997, has just returned from her first ever trip to Australia, where she has spent two weeks launching her franchise in the Brisbane area.

Initially, classes are on offer in the Gold Coast and Brisbane area, but Elaine has her sights set on the rest of the continent and New Zealand eventually.

The opportunity to launch her franchise concept in Australia came when Elaine was approached by her neighbour's sister, Sharon Blackbeard, who was looking for a business to operate in the Brisbane area.

“Sharon came over to meet me, we did a lot of market research and then I travelled to Australia to help launch the venture,” said Elaine, who operates 15 franchises across the UK.

Elaine launched Motivation & Co in 1997 after visiting her grandfather in a care home and discovering many residents appeared to be whiling away the hours with little to stimulate them.

With the help of experts, she developed a series of exercises and physiotherapy and franchisees now deliver one-hour classes in exercise, mental stimulation, group games and relaxation, designed to promote good health and well-being. There are now more than 1100 classes a month operating across the UK.

“Our classes are fun but have a real purpose. In Britain residents have found they regain movement, awareness and mental agility they thought they had lost forever,” said Elaine.

“This business has grown organically and never in my wildest dreams did I imagine that in less than three years there would be Motivation & Co classes operating in Australia,” said Elaine, who won the Business Achievement Award of Excellence within the Care Industry 2006

“Motivation & Co is a unique concept in Australia and has been welcomed with open arms by the likes of the Alzheimer’s Society, which is fantastic.

“Gentle exercise is really beneficial when you are recovering from an illness, particularly in a group setting,” said Elaine. “It also improves strength, appetite, memory, general health and self-esteem in the elderly and those with mental health issues and Alzheimer’s.”

Sharon, who is operating the Motivation & Co franchise in the Gold Coast and Brisbane area of Australia, has suffered a stroke and cancer herself so recognised the benefits of the classes on offer.

“Sharon is extremely driven and I know she will be a great success. Motivation & Co couldn’t be in better hands in Australia,” said Elaine.

“I will be working very closely with her and the eventual aim is for Sharon to operate a master franchise in Australia and New Zealand, with franchisees across all the territories.”

“This is a really exciting venture for all of us.”

To find out more about Motivation & Co contact Elaine on 01937 557166 or email [info@motivation-and-co.com](mailto:info@motivation-and-co.com)

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**For further information contact Elaine Everett on 01937 557166 or Julie Waites on 07778 743517 and visit [www.motivation-and-co.com](http://www.motivation-and-co.com) to download this release and hi-res photographs – see attached**

