

LVL launches Togetherness Series as part of its 2021 digital corporate wellbeing program



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LVL, formerly Switch & Co., the wellbeing company, announces a series of insight led campaigns on key wellness dates throughout 2021, across the UK. The LVL Togetherness Series will support corporate clients to engage their staff and tackle the growing issue of employee wellbeing, together. The series will roll out on the brand new LVL streaming platform to its global user base, in 80 countries.

Key dates in the series are:

On top of these key initiatives, there will be ambassador programs such as those which took place in 2020 with ex-premier league footballer, Jose Enrique, and Paralympic Silver medalist and London Marathon winner, Shelley Woods, at pinpointed times in the year focusing on mindfulness, community and fitness.

Gary Blowers, CEO at LVL said: “The overwhelming trend from 2020, was one size doesn’t fit all when it comes to wellbeing. This trend was coupled with the increased focus on wellbeing’s importance in light of the ongoing pandemic, globally. I believe 2021 will see corporations expand and diversify tools offered to employees to prioritise their wellbeing. We are so convinced of this trend; we are already set up to support clients on this journey. 2021 sees us bring to life our wellbeing strategy, which is pinned to LVL’s eight brand pillars of wellbeing which guide you on your journey to reach your best self - the peak.

“Healthy employees obviously are more productive, but what is interesting is the emergence of social connectedness, the

experience of feeling close and connected to others, as an important contributor to employee productivity. It involves feeling cared for and valued and forms the basis of interpersonal relationships. After our growth over 2020 from ten to 22 people, coupled with the hugely successful corporate collaborations we did, we now have the core skillset and experience to create and execute this volume of activity on behalf of or with our clients. Standard Chartered's Diversity and Inclusion Week was a really good example of what you can expect to see over the next twelve months."

Shelley Woods was secured by LVL as a content partner, instructing a live-session on behalf of Standard Chartered Bank. The session was organised end-to-end by LVL to support international Diversity and Inclusion week and International Day of Persons with Disability, which took place on December 3rd 2020. Woods was selected as she is not just a Paralympic medalist and London Marathon winner, but a highly experienced and qualified fitness instructor who, teaching out of Blackpool (UK), specializes in HIIT workouts for all abilities.

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