

What a difference a Tweet makes...

From a humble Twitter post, to a slot on the Chris Evans BBC Radio 2 Breakfast Show in less than 24 hours!

To say that it's been quite a whirlwind couple of days for the Gymworld team would be an understatement! There we were on Wednesday morning – quietly minding our own business – just sending out a few Tweets to let all our followers know about our great range of brand-new-to-the-UK **LifeSpan Treadmill Desks**.

And then, within the space of just a couple of hours, we'd taken a call from none other than the Chris Evans BBC Radio 2 Breakfast Show... They'd only seen one of our Tweets flying around, and yes they wanted us to come down to London and let them try out our top-of-the-range **LifeSpan TR5000 Treadmill Desk** in the studio, live on air, the very next day!

Always up for a challenge, the Gymworld team got to work straightaway packing up the treadmill desk, and our *(insert title)*, *(insert full name)*, was duly dispatched down South from our Lancashire HQ, to do the business with Chris and his on-air gang on Thursday morning.

Not quite knowing what to expect – after all Chris Evans is well-known for always wanting to have a laugh – *(insert first name)* was pleasantly surprised by the reception he got. Chris was already very well-briefed on the scary facts that most of us who work in offices lead far too lazy lifestyles, spending 11+ hours a day sitting down – commuting to and from work, sitting at our desks in the office, and lounging in front of the TV at home.

Chris and the Breakfast Show gang seemed keen to understand exactly how the range of LifeSpan Treadmill Desks work, and what sorts of office-related things you can do whilst exercising on the treadmill. *(insert first name)* was quick to reassure Chris that you don't actually need to break into a run to feel the health benefits – it's all about keeping moving gently for a sustained period rather than going for all-out bursts of speed!

Another **LifeSpan** feature that particularly impressed Chris was the spacious desk area – he spoke from personal experience about the trials and tribulations of trying to prop a book, iPod or newspaper on the wobbly mini-stands you find on normal treadmills at the gym. *(insert first name)* also pointed out that the **LifeSpan Treadmill Desk** includes one of the quietest treadmill mechanisms on the market. And as the desk area is completely free-standing, there is no annoying vibration, allowing you to get on with your work

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whilst enjoying a healthy workout at the same time. Maybe that explains why LifeSpan Treadmill Desks are even in use at The White House?

(insert full name) even gave the Breakfast Show crew his top tips on the ideal walking speeds for different types of work – a slower pace for typing and talking on the phone, and maybe upping the speed a bit for internet browsing and reading letters and reports.

Then, one of the BBC Radio 2 team actually read the news live to the nation whilst using the **LifeSpan TR5000 Treadmill Desk**.

So what was the highlight of the whole experience for *(insert first name)*? Well there was obviously the opportunity to put our great **LifeSpan Treadmill Desk** through its paces on national breakfast radio of course. But there was also the weird fact that the radio station's switchboard nearly went into meltdown shortly after the feature. Why? Well hundreds of listeners were texting in to ask if Gary Barlow is now moonlighting as a salesman for Gymworld... apparently, our *(insert title)*'s speaking voice bears more than a passing resemblance to the Take That crooner himself! They obviously haven't heard *(insert first name)*'s rendition of 'Relight My Fire'!

To find out more about all the benefits of 'walking while you work' with **LifeSpan Treadmill Desks**, contact **Gymworld** today... *(insert contact details)*

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