

PLAY
TONE

hello@playtone.co.uk

<https://www.crowdfunder.co.uk/playtone>

Press Release: x2 Pages

FOR IMMEDIATE RELEASE

Founders - [Tinuke O'Yediran](#): 07814 133 113 | [Obie Campbell](#): 07931 656 855

The UK's first disco travelling van to tour the UK in 2020!



PLAY TONE is your alternative fitness playground. Roller skate, hula hoop, jump rope and stretch classes, courses, workshops and events are our specialty. All ages and levels welcome. We are driven by the theory that 'adding play to your day' can improve your physical and mental well being.

We are [Tinuke and Obie](#) and we are the founders of PLAY TONE. We are two West and North London born, BAME, millennial, sisters from another Mother, disco-licious performing artists and professional instructors who have travelled the world sharing the disco fever, through friendship, love, fitness and fun!

We met in 2017 and the rest is history! Our team includes fourteen trained instructors, mumpreneur Manager, and we have had over 3K attendees, aged 18 to 80 since our doors opened in 2018. We've worked with various [big brands](#) from Nike, Frame Fitness and Tesco.



"From first meeting Playtone we have said they are the ones to watch. With their extensive skill base and fantastic classes, Play Tone make fitness fun. We fell in love with their ethos and know you will too!" - Rookie Skates (Sponsor)

We were motivated to start because we recognised modern-day life can be stressful and demanding not finding enough time to laugh and play. Our activities are rooted in getting people moving and changing the just 'go to the gym' attitude. We are living in a society that is living longer but with more health issues from obesity, muscle pains (from too much stagnant desk action) to stress and anxiety. The joy of PLAY TONE is that working out doesn't feel like a chore.

Our activities are super fun, people build relationships, grow in confidence, learn new skills and gives a fresh and creative approach to working out.

PLAY TONE is a lifestyle, join the revolution!

OUR CROWDFUNDER CAMPAIGN RAISED 50% IN ONE WEEK

We are raising funds to buy, refurbish and kit out the ultimate travelling disco van. We will tour the UK to encourage the nation to play! With the van and more equipment for all ages plus five, we will be able to bring PLAY TONE to a basketball court, park, roller disco or school who haven't already experienced the joy of PLAY TONE.



PLAY TONE
CROWDFUNDER IS LIVE!
WE HAVE RAISED 50% SO FAR...
THANK YOU!

PLEDGE | DONATE | SHARE
12th October - 17th November 2019
www.crowdfunder.co.uk/playtone

Editors notes:

Photos are available on request.

[Or press images can be viewed here.](#)

SPONSORS + FOLLOWERS:

[MOVE GB](#) - 11K

[ROOKIE ROLLER SKATES](#) - 10K

[MARAWA THE AMAZING](#) - 71K

Please let us know if you have any questions.

Site: playtone.co.uk

Insta: [@playtone_uk](https://www.instagram.com/playtone_uk)

FB: [facebook.com/playtone](https://www.facebook.com/playtone)

YouTube: [Play Tone](https://www.youtube.com/PlayTone)

CROWDFUNDER CAMPAIGN LINK: <https://www.crowdfunder.co.uk/playtone>

CONTACT: hello@playtone.co.uk