**Wednesday 26th May 2021**

**New social enterprise Peak State urges public to focus on mental fitness**

**- Peak State is aiming to build a global community that understands the importance of mental fitness and the role it can play in helping people thrive -**

**- Peak State encourages people to focus on their mental fitness in the same way that they would on their physical fitness -**

**- Good mental fitness helps people feel more focused, balanced, confident and better able to**

**succeed and reach personal goals -**

**- The focus is on proactively managing mental health, rather than reactively dealing with issues once they have arisen -**

**- Peak State works in partnership with organisations around the world to create content tailored to meet the needs of a specific community -**

Two Invictus Games medallists have teamed up to launch new social enterprise Peak State, with the aim of encouraging everyone to adopt mental fitness tools and techniques that were formerly considered purely for professional athletes and top executives.

Peak State was founded by David Wiseman and Nathan Jones, both of whom have recovered from serious injuries sustained in service with the British military. Through their experiences in the military and high-level sporting competition, they realised the important role that adopting a proactive approach to mental fitness plays in unlocking potential and increasing performance.

For decades, high-performing individuals have understood the benefits of training their mind as well as their body to become the best possible versions of themselves. Many of the Peak State techniques such as breath work, grounding and visualisation are based on those used by professional athletes to boost confidence, balance mood, achieve a sense of control and motivate them towards personal goals.

Working with psychologists, sport scientists and professional athletes to develop the resources and make them accessible to all, the Peak State tools are underpinned by two well-researched and well-established psychological models: the cognitive behavioural model and the emotional regulation model. The resources available on the website encourage people to check in with themselves, challenge what may be holding them back, and make the changes needed to reach their personal goals.

There are plans to develop more focused and tailored content for communities around the world especially veterans, young people and the elderly. An app to support the resources is currently in development and is scheduled to launch later this year.

Peak State is supported by Prince Harry, The Duke of Sussex who has been an advocate of mental fitness for a number of years. **In a video filmed last year which features on the Peak State website, Prince Harry said:** “By providing accessible tools and resources that can be incorporated into our everyday busy lives, Peak State aims to help people take a proactive approach to the good management of good mental health. Taking time to focus on your mental fitness in everyday life is just as important as staying physically healthy and the benefits are immense. Build your mental fitness and attain your Peak State.”

**David Wiseman, co-founder of Peak State said:** “People exercise regularly and eat healthily to look after their physical health but often only focus on their mental wellbeing when a problem has already arisen. Peak State challenges this way of thinking.”

**Nathan Jones, co-founder of Peak State said:** “In order for us to perform at our best, it’s not good enough just being physically fit. We need to be mentally fit. Peak State provides the tools and techniques needed to grow, build resilience and strive to become the best versions of ourselves. Proactively focusing on our mental fitness has made a huge difference to our lives, so David and I were adamant to find a way for others to benefit from our experiences. With Peak State, we hope we can create a global community that understands the importance of mental fitness and feels empowered to attain it.”

**Professor Gaynor Parfitt, former sport psychologist to Great Britain Gymnastics, Figure Skating and Hockey national teams and who was involved in the development of the Peak State tools and resources said:** “To reach full potential, you must train your mind and your body. Peak State guides you in adopting a simple mental fitness regime that you can easily incorporate into your day-to-day life and potentially will contribute to greater performance and wellbeing.”

**Multiple world-record holder mountaineer, Nirmal "Nims" Purja MBE, who climbed all of the world’s mountain peaks above 8,000 metres in a record time of six months and six days adds:** “When you’re trying to climb the world’s highest peaks in record time, you can’t just rely on being physically fit. It is essential to be mentally fit too, so that you can cope with whatever challenge is thrown your way, manage it in the best way possible and achieve your goals. But it’s not just about elite-level performance, which is why the tools and resources offered by Peak State are so important. Now we can all manage our mental fitness in everyday life.”

Peak State is currently collaborating with a range of organisations around the world to provide tailored resources, content and practical tools for their communities.

Earlier this year, Peak State announced a partnership with Fortem Australia to equip Australian First Responders with information and practical tools to promote mental fitness. The Peak Fortem toolkit is an important addition to the mental fitness and wellbeing services Fortem Australia provides for first responders and families, which include wellbeing activities, psychological support and care coordination.

Peak State is also working with [BetterUp](https://www.betterup.com/), a mobile-based platform that combines behavioural science, AI technology, and human interaction to drive personal growth and professional development. The partnership will see Peak State creating tailored mental fitness content for the BetterUp platform.

Peak State has also partnered with [ŌURA](https://ouraring.com/) as their Official Health Technology. In the near future, Oura Rings will help users track improvements in sleep, readiness, and long-term health trends while using all of Peak State's features.

Peak State will also be launching Peak State in Greece, working in partnership with Princess Tatiana’s new organisation, BREATHE; a mental health movement created to raise awareness around mental health, promote self-care and provide access to tools and strategies for better psychological wellbeing.

Peak State is proud to be working in collaboration with a number of different organisations including [Iris](https://irislistenwell.com/), who reshape the audio experience for the end user by applying a remastering algorithm to promote mood changes in the brain; [Mettle Studio](https://mettle-studio.com/) who have designed and developed the Peak State website; [Thread Films](http://www.threadfilms.co/) who filmed and produced Peak State’s videos; and timing partner [Bremont](https://www.bremont.com/).

Prior to founding Peak State, David and Nathan led the development of HeadFIT, a legacy project from the Heads Together campaign and developed in partnership with the UK Ministry of Defence to support the mental health and wellbeing of serving personnel, their families and veterans. In doing so, they helped to change the understanding of mental fitness within the military community. The programme continues to drive change as HeadFIT is incorporated into mandatory training for all members of the UK Armed Forces during 2021 and beyond. HeadFIT was supported by Prince Harry as well as key military figures including Lieutenant General (Retd) Richard Nugee, Director Armed Forces People Policy Helen Helliwell and Warrant Officer Class 1 Glenn Haughton.

For more information, please visit [www.peakstate.org](http://www.peakstate.org)

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**Media enquiries**

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