**Press release: Embargoed till 00.01 on 12 April 2022**

Interviews with co-founders and consumers

Photography and video available [here](https://drive.google.com/drive/folders/1_HNS0Gc0yGagzbEqh9_PjRUpDSLoGjtX?usp=sharing)

**Launch of game-changing mindfulness tech for children in response to alarming rise in poor mental health**

* **First of its kind, multi-award winning innovation makes mindfulness fun and engaging for children aged 5-12 years**
* **1 in 6 children diagnosed with a mental health condition**
* **1 in 4 children aged 6 to 10 years old have problems with sleep**
* **Studies show mindfulness reduces anxiety, boosts test scores, builds resilience, improves family relationships and sleep**

Today, tech-for-good start-up Stix Mindfulness launches the world’s first screen-free fully-immersive device that makes mindfulness fun and engaging for children. Stix guides them through a variety of fun, therapeutic activities, that combines sensory and motor skills training, with app-based gamification to encourage continued practice, enabling them to take control of their mental wellbeing.

The multi award-winning innovation has been designed for 5 to 12 year olds in response to the alarming rise in mental health stresses amongst young people, worsened by the impact of the pandemic on both their education and social lives. An estimated [one in six children and young people in the UK now have a diagnosable mental health condition](https://digital.nhs.uk/data-and-information/publications/statistical/mental-health-of-children-and-young-people-in-england/2021-follow-up-to-the-2017-survey), and many may continue to have these problems into adulthood.

Studies show that mindfulness training not only improves overall children's mental well-being but can reduce anxiety, depression, and stress, and also builds resilience, boost test scores, and improves family relationships. For neurodiverse children, such as those with autism and ADHD, they become calmer, improve their concentration, and are better able to see their strengths.

Unlike any other app or device available on the market, Stix is game-changing in the way mindfulness is taught to children. Comprising of two interactive remotes, one held in each hand, the device talks and guides the child through mindful activities in balance, focus and breathing. Stix monitors their movements and gives visual, haptic and auditory feedback to keep them focused and engaged.  The four fun activities currently available are Body Scan, Balance, Stix Focus and Stix Sounds, with 8 more in development. The Stix companion app encourages them to continue practicing activities, where they review their progress and collect rewards to create their Stix buddy, a ‘cute’ monster character, that grows as they do, boosting their motivation and skills.

The idea came about after Liam Murphy, co-founder of Stix Mindfulness, who witnessed mental health issues in the family home, set out to design a product to help children learn wellbeing techniques at a young age as part of his product design degree at Brighton University. The idea took hold and he teamed up with his father, John, in 2020 to turn the innovation into a business.

Liam (24) said, “We have become much more aware of the wide-reaching benefits of mindfulness for children, but it’s hard enough encouraging an adult, let alone a child, to keep practising these techniques on their own and not get bored. We knew for this to work the product had to be physical for it to be grounding, give live feedbacks to support concentration, and incorporate rewards and gamification to help build up early practice that would eventually turn into a routine. It is a fully-immersive experience. Seeing the reactions and feedback from children and parents has been amazing. We hope Stix will become the Wii and Duolingo of mindfulness!”

Over the last two years the team has been working closely with child behaviour experts and developers, and beta testing with families, schools and charities showing remarkable results just after a few sessions with Stix:

Lily, aged 7, from London, said, “Stix helps me when I’ve had a stressful day of school or I need to calm down at the end of the day. I love using them before I go to sleep as it relaxes me. They are really amazing!”

Ruth Carson from Northern Ireland, has been testing Stix with her daughter aged 5, who has an anxiety related condition and has used other tools in the past. She said, “I like the independence that Stix offers my daughter. She uses Stix as and when she needs to, and she’s not reliant on an adult to help her. The breath work helps calm herself if she’s feeling worried, Stix balance helps her refocus or distract her from her anxiety. It’s also great just to refocus her in general! If she’s struggling to concentrate on homework for example, she takes a few minutes out to refocus. Body scanning and breathing are great techniques for her to learn which she can use when the Stix aren’t at hand.”

Kelly Walker, CEO Youth Resilience, UK, has been piloting Stix with Laddingford St.Mary’s Primary School in Kent. She said, “In the past we’ve used prompt cards, visual reminders and a starter activity but these tend to be repetitive and the children don’t engage. Stix is a genius little gadget that makes mindfulness fun and engaging. It is brilliant to add to your toolkit as a child, a parent or an educator. We love using them in our group interventions for friendship issues, wellbeing and self-esteem or in our one-to-one sessions to build confidence in their ability to resolve things themselves and to have resilience to navigate the world around them. Just in a month we’ve seen real positive results with children prompting one another to use activities such as the ‘Breathing Balloon’ to help calm them outside our Stix sessions. We love them! Our students love them and our own staff’s kids love them!”

Stix launches its Kickstarter campaign #mindfulnessmadefun on 12th April to raise at least £10,000 to begin manufacturing, so it’s available in time for Christmas.

To celebrate the launch of Stix Mindfulness parents, schools and charities can buy Stix for a huge discount with super early bird and early bird offers which also puts them on the waiting list for product trials this summer. Visit [www.stixmindfulness.co.uk.](https://www.stixmindfulness.co.uk/)

**ENDS**

**EDITORS NOTES:**

[***Five simple tricks to turn mindfulness into a family routine***](https://www.stixmindfulness.co.uk/post/how-families-can-get-into-mindfulness)

Stix Mindfulness is an award winning start-up. Notable achievements include:

* Innovate UK Young Innovators Award 2021/22
* Hillingdon Enterprise Grant Awardee 2022
* Completion of [CRL Accelerator Programme](https://centralresearchlaboratory.com/crl-accelerator/) 2020
* Innovate UK Smart Grant 2020/21
* Health & Wellbeing Entrepreneur of the year at the Great British Entrepreneur Awards 2020 Runner Up
* Hustle Awards 2021 Runner Up

***Prices:*** *Super Early Bird £99, Early Bird £119, Launch Special £139, RRP £159*

***Link to all high-res images/video:*** [Google Drive Folder](https://drive.google.com/drive/folders/1_HNS0Gc0yGagzbEqh9_PjRUpDSLoGjtX?usp=sharing)

***Social media:*** [Stix on Twitter](https://mobile.twitter.com/stixmindfulness) | [Stix on Instagram](https://www.instagram.com/stixmindfulness/)

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