

# PRESS RELEASE

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## **Pioneering New Social Network Kowerka Launches with Unique Message for Businesses**

A pioneering new social network has just launched with a unique message for companies of all sizes in any location. The utterly innovative Kowerka paves the way for businesses to mastermind a shift from health and safety to health and wellness. It has raised \$250,000 in seed funding to finance the launch after winning over investors with a simple premise, unique approach and groundswell of online buzz.

Designed to help corporations motivate staff, Kowerka is a private workplace social network based around health and wellness challenges. It provides a social space for colleagues to connect, challenge each other and change. The result is a healthier and happier workforce with tangible business benefits.

Kurt Gibbons, founder of Kowerka.com and New Zealand's leading preventive medicine clinic, Dominion Clinic said, "Kowerka is a platform that people can use and love, everyday. Employers can put their staff in the driving seat. Kowerka bridges the gaps that can sometimes appear through rapid growth or simply from distance between physical locations.

"Being mindful of health and wellness has to be easy and simple and become second nature, just like the changes we are wanting to make while catering to all the different types of characters we encounter in most companies. It's not about being a marathon runner, but simply taking responsibility for our own health. Kowerka makes it entertaining, because a programme not being used is never going to make a difference."

Kowerka was founded on the belief that everyone shoulders the responsibility for health and wellness, even during the 9-5. With the average employee through to spend 60% of their life at work, health and productivity are intrinsically linked. It estimates that a happy employee is around 12% more productive and those who exercise regularly benefit from improved energy levels – these are both advantages that can be harnessed within the workplace to create a culture of change that delivers more than pure figures alone.

Each private network is supported by an exclusive library of resources from health and wellness experts, all accessible via desktop and mobile devices. At the start of each month, Kowerka will set a series of hand picked challenges with the network manager than able to determine difficulty settings. Kowerka also allows staff to set and manage their own wellness goals and challenges, encouraging them to participate at their own pace. There are over 180 challenges to choose from each day, each set to last varying intervals and designed to be enjoyed with or measured against co-workers. Packed with functionality, the Kowerka network gives users the

chance to invite, challenge and connect with colleagues from around the company, bridging connections between departments and locations.

To help all employees become more engaged, there is also a full year wellness calendar full of activities and tasks to kick start motivation and get communication flowing.

Kowerka is based on a subscription service. To find out more and to get started, visit [kowerka.com](http://kowerka.com).

## **About**

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## **Contact**

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