

All aboard – it's time to train

March 2, 2020



Over 400 people took part in a unique series of exercise classes at King's Cross Station this weekend.

Network Rail partnered with neighbours, Sweaty Betty and Frame, to host 'The Sweaty Betty Express' in aid of leading mental health charity, MIND.

As one of Britain's biggest and busiest stations, it's not often the concourse is quiet; but major work as part of the £1.2billion East Coast Upgrade created a rare opportunity to make use of the iconic space, with no trains running in and out of the station for the weekend.

Attendees enjoyed a selection of Frame's high-energy classes, from Disco Yoga to Frame Rave and 90s Dance Cardio, guaranteeing a feel-good workout for endorphin lovers. Post-class, they got their hands on an exclusive Sweaty Betty goody bag and discounts at station retailers.

The event raised over £2000 for charity.

David Biggs, Managing Director, Network Rail Property, said: "This is a fantastic example of what can be achieved in our stations. We're always looking at ways to work with exciting brands and host innovative events – to surprise and delight passengers and communities, drive footfall and support our retail partners.

At the same time, we're reinvesting the money we make from retail sales back into the railway, benefitting passengers and the wider economy."

Chris Sartori, SVP Brand and Marketing, Sweaty Betty said: "We were so excited to bring together hundreds of people from the Sweaty Betty community to workout in King's Cross Station and raise money for Mind, the UK's leading mental health charity. Frame and Sweaty Betty share similar brand values to empower women through fitness – what better way than to turn up the music and dance the day away in the iconic King's Cross concourse."

Photo credit: Sweaty Betty