

Unwind with ITV - ITV launches new nightly mindfulness programme

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Following World Mental Health Day, ITV has announced the launch of ***Unwind with ITV***, a daily series of calming and reflective programming encouraging mindfulness and self-care, as a new strand running in twilight hours on ITV, for those who are awake at that time, whatever the reason. It will also gently direct people to sources of mental health support and information.

Produced by Rock Oyster Media for broadcast on ITV, ITV2, ITV3, ITV4, STV and ITV Hub, ***Unwind with ITV*** represents what is believed to be a world first, offering viewers a new episode of mindfulness content 365 days a year.

ITV worked in close collaboration with Campaign Against Living Miserably to develop the series, and ensure it delivered on its goal of providing a space of

relaxation and escape that anyone can benefit from, including those experiencing concerns with their mental wellbeing.

Over the next 12 months the series will feature calming scenes from Plymouth-based Rock Oyster's surroundings, from natural landscapes to urban settings and shots of local craft and agriculture. The programme will also feature ASMR-inspired animations, tips and tricks from members of the public on how they like to relax, and readings of poetry and prose. Each will immerse the viewer in a space that will promote relaxation and reflection.

With an unique audience due to its late night slot, encompassing everyone from new parents, insomnia sufferers, night shift workers and beyond, **Unwind with ITV** has joined forces with mental health charities to ensure anyone needing support can find it easily. Along with Campaign Against Living Miserably, **Unwind with ITV** will point to Mind, YoungMinds, The Samaritans, The Mix and SAMH at the end of each programme as sources of guidance and information for viewers.

ITV chose to develop this programming in support of its commitment to mental wellbeing, which includes the award-winning Britain Get Talking campaign, which first launched in October 2019 and saw 6.4 million people reaching out to friends and family as a result of the 2020 lockdown campaign. With more of a focus on 16-34 year olds, ITV2 and Campaign Against Living Miserably have also partnered on two campaigns in 2021, which have led over 1.2 million young people to take action to support their mental health.

Adam Mitchell, Head of ITV Programme Strategy Communication said: "Across our schedules we strive to reflect the lives of our viewers, and through our partnership with CALM we recognised that for many people, and for many different reasons, the middle of the night can be a lonely and often stressful time. That's why we've commissioned Unwind with ITV to run every night of the year - to provide an accessible and peaceful space for anybody to take a moment to relax and escape."

Simon Gunning, CEO, Campaign Against Living Miserably said: "From This Morning and #project84 to Britain Get Talking and our brilliant partnership with ITV2, CALM and our supporters are grateful for ITV's continued commitment to improving the mental health of the nation. We know the middle of the night can be a lonely time for many people for countless reasons, and so we hope this new groundbreaking initiative will reach people who are up late at night, and provide a moment of calm for anyone not feeling great."

Charlotte Davis, Creative Director, Rock Oyster Media said: "Now more than ever, there's a real and genuine need to support mindfulness and mental wellbeing. Rock Oyster, along with the amazing South West production community (Pushed, Red Air & Twofour Post), are thrilled to play their part in ITV's groundbreaking programming initiative. As a fiercely proud regional indie, we hope the beautiful landscapes on our doorstep provide the ideal space for viewers to Unwind."

Susie Braun, Director of Social Purpose, ITV said: "ITV's Social Purpose is to shape culture for good, with a particular focus on encouraging people to look after their mental health through campaigns like Britain Get Talking. Unwind with ITV is a welcome new addition to our wellbeing offering - we hope this programme provides a chance to tune out and reflect, whatever's keeping you awake."

About ITV Social Purpose:

ITV is More Than TV. We connect with millions of people every day, make content they can't get enough of, and reflect and shape the world we live in and we do all of this through the power of creativity.

Reflecting and shaping the world we live in gives us a great opportunity: to change ITV for better, and to use our content to reach and inspire positive change in the wider world. This is ITV's Social Purpose - shaping culture for good. We do this across four focus areas: Better Mental and Physical Health, Diversity & Inclusion, Climate Action and Giving Back.

For more information, please visit [itvplc.com/socialpurpose](https://www.itvplc.com/socialpurpose)

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