

## FOR IMMEDIATE RELEASE

# Inspirational Group Sponsors Invictus Atlantic to Support Adolescent Mental Health

**November 2024, Ascot** – Inspirational Group (IG), a global leader in leadership development, is proud to announce its sponsorship of Invictus Atlantic, a team of four extraordinary individuals rowing 3,000 nautical miles in [The World's Toughest Row](#). This monumental challenge aims to raise over £100,000 for the [Invictus Trust](#), a Cornwall-based charity dedicated to adolescent mental health.

The Invictus Trust, founded in memory of Ben Cowburn, works tirelessly to raise awareness of adolescent mental health issues in Cornwall, provide resources for young people and families, and campaign for improved mental health services. The charity's name and anchor logo are inspired by the poem Invictus, which provided strength to Ben during his life. Through their advocacy and fundraising, the Invictus Trust has been instrumental in supporting young people, including helping to establish the Sowenna Under-18 Mental Health Unit in Bodmin, Cornwall.  
"An Inspiring Partnership"

As part of its [BCorp values](#), Inspirational Group is committed to leadership, resilience, and community impact. The sponsorship of Invictus Atlantic reflects these values by supporting both an extraordinary physical and mental endurance feat and the vital cause of adolescent mental health.

"We are honored to support Invictus Atlantic and the Invictus Trust in their mission to raise awareness and funds for young people's mental health," said Heather Couchman, COO. "This partnership represents our belief in enduring through challenges, inspiring others, and leading with purpose—values at the core of our work at Inspirational Group."

## About the Challenge

Starting in December 2024, the Invictus Atlantic crew will embark on their transatlantic journey, rowing day and night for six to seven weeks in one of the most physically and mentally demanding events on earth. The team—comprising Luke Morgan, James Brittain-Long, Paul Hayes, and David Radford-Wilson—will endure sleep deprivation, 40-foot waves, and physical exhaustion, all while raising funds and awareness for adolescent mental health services.

## Supporting the Invictus Trust

The funds raised by Invictus Atlantic will directly support the Invictus Trust's vital initiatives, including:

- **Raising Awareness:** Delivering school talks, short films, and resources to help young people in Cornwall understand and address mental health challenges.
- **Campaigning:** Advocating for improved mental health services, such as the extension of the Sowenna Unit to care for individuals aged 13-25.
- **Supporting Families:** Providing travel grants to families in Cornwall visiting children in mental health facilities across the UK.
- **Equipping Facilities:** Donating to youth mental health units, including furnishing the Sowenna Unit's café and providing a minibus for home visits.

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## Amplifying the Mission

Through this sponsorship, Inspirational Group will help amplify the mission of Invictus Atlantic and the Invictus Trust by:

- Featuring Inspirational Group branding on the Invictus Atlantic boat and across campaign media.
- Sharing exclusive updates, stories, and reflections from the journey via [Inspirational Group's LinkedIn channel](#).
- Hosting events post-row where the crew will share insights on resilience, teamwork, and leadership, drawing parallels to Inspirational Group's leadership development ethos.

## About Inspirational Group

Inspirational Group is a global leader in leadership development, dedicated to creating "leadership for a better tomorrow." Through its partnerships and initiatives, Inspirational Group empowers leaders to make a meaningful difference in their organizations and communities.

Join Us on the Journey Follow Invictus Atlantic's progress and their inspiring mission on [Inspirational Group's LinkedIn channel](#). Together, we can raise awareness, support adolescent mental health, and inspire a brighter future.

### For media inquiries, please contact:

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