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## WeTransfer and Headspace partner to bring mindfulness and creativity to the workplace

Customers will receive a free year of Headspace when they purchase an annual WeTransfer Pro subscription



LOS ANGELES—OCTOBER 7, 2019— [WeTransfer](#), the company that supports creativity with tools to move ideas, and [Headspace](#), the global mindfulness brand, today announced a partnership to help people improve focus and boost creativity. In honor of World Mental Health Day (October 10), the two companies will offer WeTransfer users a free year of Headspace when they sign up for a WeTransfer Pro membership anytime over the next six months. The partnership will kick off a series of joint initiatives to be rolled out in the coming months.

The [2018 Ideas Report](#), a comprehensive survey done by WeTransfer, found that three-quarters of users cited distractions at work and on social media as the main creative obstacles. By partnering with Headspace, whose meditation and mindfulness practices can [improve focus by up to 14%](#), WeTransfer is providing users with yet another tool to reach their creative potential.

*“Working in a creative field requires unique mindfulness and presence. With so many distractions, creatives, like myself, are often challenged to find inspiration and maintain flow,”* said Damian Bradfield, President and Chief Creative Officer of WeTransfer. *“We recognize the value of mindfulness and are hopeful this partnership will give people the freedom to carve out time and energy for their most creative projects.”*

*“Increased mindfulness at work has a wide variety of benefits such as stress reduction, increased focus, and improved teamwork. Partnering with WeTransfer allows us to bring these benefits to a larger audience to bring real improvement to creative output,”* said Rich Pierson, CEO of Headspace. *“We are excited to continue working with WeTransfer to make a meaningful difference in the creative process of so many people.”*

With a shared mission to improve community health and happiness, foster creativity, and remove distractions, the partnership builds on a joint initiative from June, in which WeTransfer and Headspace partnered with [RIP Medical Debt](#) to forgive \$30M of medical debt in the LA community.

A WeTransfer Pro subscription offers users a better way to track downloads and manage transfers for WeTransfer’s flagship product, with 1TB of storage, instant download, and customization features. New WeTransfer Pro customers will receive a year of Headspace, giving them access to hundreds of themed sessions, guided meditations, and exercises for reducing stress. The offer will be valid until March 2020.

Please visit [wetransfer.com/pro](https://wetransfer.com/pro) to learn more and sign up for WeTransfer Pro and Headspace.

## **About Headspace**

[Headspace](#) was created with one mission in mind: to improve the health and happiness of the world. To help us achieve this goal, we aim to inspire, guide and support our members on every step of their meditation and mindfulness journey. Reaching more than 56 million users in 190 countries, Headspace is a leader in mindfulness and is committed to advancing the field of mindfulness meditation through clinically-validated research. The company operates a B2B business (Headspace for Work) to offer its mindfulness products and services to more than 400 companies, such as Adobe, GE, Unilever, to help them build healthier, more productive cultures and higher performing organizations. Headspace has also established robust partnerships with many of the world's most recognizable brands, including Apple, Amazon, Google, Nike, NBA and more. In 2018, Headspace was featured as part of Apple's #Bestof2018: trends of the year on the AppStore. Headspace was also named one of Amazon Alexa's best health and wellness skills of 2018. Headspace was also selected for five Webby Awards in the health and fitness categories between 2018 and 2019. For more information please visit us at [www.headspace.com](http://www.headspace.com), or follow us on [Facebook](#), [Twitter](#) and [Instagram](#).

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#### ABOUT WETRANSFER

WeTransfer makes tools to move ideas. Founded in 2009 in Amsterdam as a simple, well-designed file sharing service for the creative community, WeTransfer has grown to include tools that scale across the creative spectrum, including editorial platform WePresent (with 2M monthly readers), mobile app 'Collect by WeTransfer' (with 4M monthly users), quick slide-making tool Paste® (with 40,000 active teams), immersive sketching tool Paper® (with more than 25M downloads), and the original web platform with 50M monthly users and over a billion files sent each month.

From the beginning, WeTransfer has prioritized bringing “offline” values - trust, transparency, and ethics - online. This means having a responsible data policy and tools that don't distract people from their creative flow. WeTransfer has pioneered a new means of online advertising, resulting in the platform's full-page wallpapers, designed by our award-winning in-house creative studio. Advertisers include industry-leading brands like Apple, Saint Laurent, Google, Balenciaga, Samsung, Netflix, Adidas, and Squarespace.

Since its founding, WeTransfer has proudly supported the creative communities and given up to 30% of advertising space to support the arts, donating over 5 billion impressions in 2017. Through our ongoing advertising grant program and content platform, WePresent, we have partnered with hundreds of groundbreaking artists and organizations, including Björk, King Krule, FKA twigs, Ryan McGinley, Ami Vitale, the Nelson Mandela Foundation, the UN Development Program, the World Wildlife Foundation and the Prince Estate. In 2016, WeTransfer launched the world's first free Masters of the Arts in design thinking with the University of the Underground and Worldwide FM, the global radio station run by legendary BBC DJ Gilles Peterson.

Following a \$25 million investment from Highland Europe in 2015, WeTransfer opened a US office in Venice Beach, Los Angeles, to add to the Amsterdam headquarters. In 2018, WeTransfer acquired popular creative apps Paper® and Paste® and expanded its US presence to Seattle and New York City.

