

Tubetalkers badges to get London Underground talking

Leading domain name registrar supports new online venture tubetalkers.com

London, UK – Monday 13th April, 2015 – TUBETALKERS badges are set to revolutionise the mundane commute many Londoners face every day. The concept is simple; people signal to others they are friendly, approachable and eager to chat by wearing a tubetalkers badge. The goal? To brighten the journey by making it more interesting and encouraging people to be more sociable.

The man behind Tubetalkers.com is Russell Hirst, a cheerful 33-year-old insurance broker who travels on the London Underground regularly. Russell recalls, “On one particularly dull journey it really hit home how miserable I felt just sitting there in silence, looking around at everyone burying their heads in mobile phones, games, books or even just their hands to try and pass the time – nobody was speaking!” He continued, “I think by having a chat with the person next to you, the journey seems faster and it’s simply a more pleasant experience. Lets get people talking.”

Worcester-based Internet Services Provider, names.co.uk, are currently helping Russell share his message and reach a wider audience by showcasing his story and idea through their ‘Change Your Story’ campaign. The campaign is run in conjunction with Verisign, the .com registry, with an aim to inspire entrepreneurs and small business owners to take the next step and bring their ideas and businesses online.

Stephen Ewart, Commercial Director at names.co.uk said, “We asked our customers to tell us their stories and Russell’s grabbed our attention straight away. In a world increasingly dependent on online social interaction, we loved his idea of using online methods, to promote and encourage more real life communication.”

With no technical skills, Russell, has set up a professional website using a names.co.uk do-it-yourself website builder. He is already selling his unique badges online and his advice to other would-be entrepreneurs is, “If you’re thinking about moving your idea online, all you need to do is get a website name to get started. Once you’ve got that, stop talking about your idea and just do it.”

For more information about the Tubetalkers story see <http://www.names.co.uk/change-your-story>

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About names.co.uk

names.co.uk provides professional online services for businesses and individuals including Web Hosting, Domain Name Registration, Email services, Office365, Ecommerce solutions and a range of managed and unmanaged servers. names.co.uk has over 17 years’ experience in the Internet industry and employs a team of nearly 200 expertly trained individuals across the UK.

names.co.uk is part of the Dada Group, an international group of companies who specialise in providing professional Internet services. As a group, they currently have over 1.7million domains registered and over 520,000 clients using their products and services.

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