SAY YEAH! The Lycra legend returns to Morning TV. Mr Motivator joins Ideal World to wake up the nation.

Thursday 15 January, 2026

HEADLINE: SAY YEAH! THE LYCRA LEGEND RETURNS TO MORNING TV. MR MOTIVATOR JOINS IDEAL WORLD TO WAKE UP THE NATION.

London, UK – 15 January 2026 – Dust off your bum bags and neon spandex. Ideal World, the home of multi-channel retail shopping, is thrilled to announce a heavyweight signing that will inject pure adrenaline into morning television schedules.

Derrick Evans MBE, universally known as the icon of energy, **Mr. Motivator**, is returning to live screens in a major new partnership with Ideal World.

Beginning Sunday 18 January, Mr. Motivator will spearhead a dedicated wellness initiative aimed at proving that age is just a number and movement is for everyone. He isn't just bringing the nostalgia; he is bringing a mission to get the core Ideal World demographic moving, mobile, and feeling their best.

The partnership features two key elements designed for maximum viewer engagement:

1. **"The Morning Motivator":** A daily, 6.55am and 7.55am appointment-to-view 5-minute segment. Derrick will invade living rooms with accessible routines, positivity, and practical tips to kickstart the day. This isn't about high-impact cardio; it's about everyday mobility, circulation, and joy.

2. **The Monthly Live Takeover:** Once a month, Mr. Motivator will host an extended live show, showcasing the latest in home health innovation, fitness solutions, and recovery aids, all delivered with his signature infectious enthusiasm.

Ideal World, commented: "We haven't just signed a presenter; we've reunited the nation with a feeling. Our audience grew up starting their day with Derrick. They trust him, they love his energy, and they aspire to his vitality.

"Ideal World is the natural home for this comeback. We aren't about impossible fitness goals; we offer real-world solutions for comfort, mobility, and independence. Mr. Motivator is the ultimate embodiment of that message. This is appointment-to-view television that will translate immediately into customer engagement. The energy in the studio has already gone up by 500%!"

Derrick Evans MBE, Mr. Motivator, added: ""I'm so happy to be back on your screens on breakfast TV. Movement should make you feel good - not judged, not pressured, just good. Ideal World understands that it's not about chasing perfection; it's about feeling better today, whatever your age.

We're going to move, we're going to smile, and we're going to enjoy ourselves. I'll help you get up, get moving, and start the day the Motivator way. No stress, no strain - just positive energy, plenty of smiles. Come on now… the Motivator is back in da house. Say yeah!"

Viewers can catch Mr Motivator's live debut on Sunday 18 January at 9am on Ideal World (Sky 664, Freeview 51, Virgin 747 and Freesat 812), as well as live on our website idealworld.tv and on YouTube. The daily *Morning Motivator* then launches on Monday19th January at 6.55an and 7.55am.

ENDS

Notes to Editors:

- **Images:**
  High-res campaign imagery of Mr. Motivator included with this press release.

- **About Ideal World:** Ideal World is a UK shopping TV channel broadcasting live on Freeview, Sky and online, offering a wide range of jewellery, home, beauty, fashion and lifestyle products through engaging live shows and demonstrations.

Media:



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MrMotivator :: DerrickEvans :: IdealWorld :: Wellness :: Fitness :: Mobility :: Movement :: Motivation :: MorningTV :: BreakfastTV :: ActiveAgeing :: Health :: Wellbeing ::

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