



1 November 2023

## SURREY-BASED DIGIKIND GETS A TWITTER / X BOOST FROM THEO PAPHITIS

**A Surrey-based high street consulting firm has received a business boost from Retail Entrepreneur Theo Paphitis.**

Last week, Kathy Kyle, owner of DigiKind, tweeted Theo about her business during 'Small Business Sunday' and was one of six weekly winners to gain a retweet or repost by Theo to his over half a million Twitter and Instagram followers. The weekly initiative, set up by Theo in 2010, now has over 3,500 #SBS winners and supports small businesses in the UK.

Business and retail entrepreneur and self-confessed Shopkeeper, Theo re-tweeted DigiKind's message to his over 500,000 Twitter and Instagram followers. They are also profiled on the #SBS website ([www.theopaphitissbs.com](http://www.theopaphitissbs.com)) that is exclusive to all Small Business Sunday winners.

DigiKind Founder Kathy Kyle said, "We are revitalising high streets by implementing innovative digital strategies that drive footfall, support local businesses, and foster community engagement. We've only been in business two years and we are a small team making a big impact for our communities and our economy. It is a real honour to have support from Theo. We work hard to raise the profile of others, and it is wonderful to be recognised for our hard work and to receive this extra boost via Theo's network."

Small business champion and Ryman Stationery, Robert Dyas and Boux Avenue Chairman, Theo Paphitis, said: "We are thrilled to welcome new #SBS members every week and highlight just how important it is to support our small businesses here in the UK. My vision is that everyone who has ever won an #SBS re-tweet from me becomes part of a friendly club; like-minded individuals who can share successes and learnings. The website will also give a valuable profile to the winners chosen and I wish DigiKind every success."

Anyone looking for a re-tweet from Theo should tweet on Twitter or do an Instagram post to him about their business on Sunday between 5 PM and 7.30 PM and include the hashtag #SBS. Six lucky businesses are re-tweeted every Monday at 8 PM and then invited to enter their profile on the new website, attend the annual #SBS networking event and take advantage of the networking opportunities.

- Ends -

Notes to Editors



## DIGIKIND

DigiKind empowers communities through digital transformation. Founded by Kathy Kyle in 2021, DigiKind empowers communities through digital transformation and is working with towns and cities on high street recovery. DigiKind works with central government, local authorities, non-profits, startups, BIDs, and companies large and small to reach more people, focus on building community and drive footfall back to the high street. We are award-winning experts who know what it takes to execute high street reopening and recovery campaigns. Learn more at [DigiKind.uk](https://www.digikind.uk).

[Download our Press Kit](#). Interviews and images are available on request.

For more information, contact Kathy Kyle at [kathy@digikind.uk](mailto:kathy@digikind.uk), 07500 800 627 or <https://linktr.ee/kathykyle>.

For further information about Small Business Sunday please visit [www.theopaphitissbs.com](https://www.theopaphitissbs.com).