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London Northwestern Railway encourages thousands to share a cuppa this Brew Monday

London Northwestern Railway (LNR) is encouraging thousands of passengers to slow down and share a cuppa for Brew Monday.

The train operator has partnered with Samaritans, the leading charity for suicide prevention, to flip the perception of so-called 'Blue Monday' by turning it into a day for conversation and connection.

Pop-up sessions at Milton Keynes Central, Watford Junction, Nuneaton station and Tamworth station are being held today (19 January), where Samaritans are giving out free cake, teas and coffees, encouraging passengers to find time to talk over a hot drink.

Jonny Wiseman, customer experience director at LNR, said: “Blue Monday doesn’t need to be a day where we focus on the negatives. Instead, it can remind us of the benefits of pausing and reconnecting with the people we care about.

“At LNR, we know how impactful even the smallest interactions can be on someone’s mental health. By partnering with Samaritans, we’re encouraging our customers to slow down, reach out to a loved one, and spend some time catching up over a hot drink. You never know how much that conversation might mean to someone.”

Megan Winnington, regional development lead at Samaritans, said: “This Brew Monday we’re encouraging everyone to put the kettle on and remember how important a bit of human connection is and what a difference it can make to people’s wellbeing. And we’re so grateful to the rail industry for supporting our campaign and helping us to spread this message.

“Our volunteers are busy all year round, answering a call for help every 10 seconds so we know people can find things tough at any time and there’s no such thing as the ‘worst day of the year’. It’s vital that we all take the time to check in on each other every day.

“So, let’s pop on those kettles, break out those bourbons, and turn small talk into big talk. It might just save someone’s life.”

Brew Monday is an annual campaign led by Samaritans on the third Monday

in January – the day typically known as “Blue Monday”.

Pop-up details:

- Milton Keynes Central: 7am – 9am / 5:30pm – 7:30pm
- Watford Junction: 5-7pm
- Nuneaton: 7am – 3pm / 3pm – 6pm
- Tamworth: 7am onwards.

About London Northwestern & West Midlands Railways

For further information on this release, email press.office@wmtrains.co.uk

London Northwestern & West Midlands Railways operates both West Midlands Railway and London Northwestern Railway services.

- **London Northwestern Railway** services operate between Liverpool and Birmingham, and on the West Coast Main Line to and from London Euston.
- **West Midlands Railway** services operate to destinations across the West Midlands via Birmingham New Street and Birmingham Snow Hill.

For more information on these services visit westmidlandsrailway.co.uk or londonnorthwesternrailway.co.uk

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Press Contact

press.office@wmtrains.co.uk

0330 095 5626