

For immediate release



September 22 & 23, 2018

hundreds of properties in 70 countries
take Wellness to the next level to encourage people
to improve their DNA through enhanced lifestyle

Discoveries in epigenetics show that although people may have a genetic predisposition to certain pathologies, their lifestyle has the biggest influence on how genes express themselves. In a way, our DNA is like a loaded gun, but it is really the way we sleep, eat, exercise, cope with stress and engage in social activities with friends & family that eventually pulls the trigger... or not! **What NATURE gives us, grows or blooms in the way we NURTURE ourselves.** When people smile & have fun, their body chemistry changes, with less adrenalin & cortisol (stress hormones) and flourishes with serotonin & oxytocin (pleasure hormones).

With the active support of 35 Spa & Tourism Associations, World Wellness Weekend will be celebrated in 70 countries across all continents on September 22 & 23 to introduce millions of people with FUN & creative activities that will be organized for free by hundreds of properties (spas, hotels, yoga/Pilates studios, dance schools)

Launched in 2017 in France & Belgium, this pro-bono event is fueling the creativity of Spa-Wellness-Tourism professionals across the globe so they organize new & exciting experiences (activities, classes, treatments) to encourage people to shift their mindset and joyfully take better care of their body & mind in a preventative way to induce sustainable change in their lifestyle to live longer, healthier & happier!

Obesity, chronic diseases, mental health are staggering issues with scary statistics from World Health Organization. World Wellness Weekend (*or W³ as some people call it*) takes Wellness to the next level, with fun & gusto, to engage people to be more active regularly with their friends, family and Wellness buddies.

The equinox of the 3rd week-end of September is an ideal time when major events converge with World Wellness Weekend: the **European Parliament will organize the 4th European Week of Sports** with 17 million participating in 29 countries (#BEACTIVE Sept 23-30) and the World Sauna Aufguss Championship will take place in Satama Sauna Resort & Spa (Germany) on **Sept 22-23**. When we move, dance, smile, we share a common language.

All participating properties appear on a **multi-lingual website** (English, French, Italian, Spanish, *soon in German*) and a **World Wellness Map** locating fun & creative FREE activities:

- ✓ **Yoga with a live musician, on the terrace at sunrise or sunset**
- ✓ **Yoga & Vino** (*open your chakras with asanas & taste-buds with wine-tasting*)
- ✓ **Sweat with Zumba, splash with Zumb'Aqua**
- ✓ **Flash mob in bathrobe** (*dance, yoga*)
- ✓ **Wellness treasure hunt for kids & parents**
- ✓ **Sensorial workshops** (*massage, facial gymnastics, or eye yoga*)
- ✓ **Creative workshops** (*make up session, create your custom product or perfume, or write a Haiku*)



One of World Wellness Weekend's objectives is to remind people that, while **health is a relationship between your body & a doctor; Wellness is a responsible relationship between your body/mind and yourself.**
It feels GREAT to be WELL!!!

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Website (4 languages): <https://www.world-wellness-weekend.org>
Facebook: <https://www.facebook.com/WorldWellnessWeekend>
Instagram: www.instagram.com/world_wellness_weekend
Youtube channel: https://www.youtube.com/channel/UCAnmy_akoQg0eivQvJxphQ

MORE DETAILS ABOUT **W³** - **WORLD WELLNESS WEEKEND**



This pro-bono initiative is coordinated globally by **Jean-Guy de GABRIAC**, author, strategist & educator in guest experience since 2001, with the dynamic support of Wellness Ambassadors:

- CANADA:** **Nathalie ROY** (Co-owner Spa Eastman Montréal, Founder Les Studios Imagine)
- COLOMBIA:** **Ibalhù RODRIGUEZ** (Anthropologist, Psychotherapist, Sindamanoy Wellness Center)
- GERMANY:** **Lutz HERTEL** (Executive President Deutscher Wellness Verband)
- INDIA:** **Rekha CHAUDHARI** (Owner JCKRC, influencer for women in India)
- ITALY:** **Regis BOUDON-DORIS** (Founder CEO Be a Business Spa & YOUSPA)
- LEBANON:** **Kamal KHALIL** (Director, Spa and Recreation at Phoenicia Beirut)
- NORWAY:** **Lasse ERIKSEN** (Development Manager Farris Bad, President Norwegian Badstu Association, Executive committee member Aufguss WM).
- PERU:** **Milagros SERRANO** (Spa Manager ARANWA SACRED VALLEY)

Properties in **70 COUNTRIES** (to this date, with more coming soon) will celebrate from A to Z: *Algeria, Argentina, Australia, Azerbaijan, Bahamas, Belgium, Brazil, Canada, China, Colombia, Croatia, Cyprus, Czech Republic, Ecuador, Egypt, Fiji, France, Germany, Greece, Hong Kong, Hungary, Iceland, India, Indonesia, Ireland, Italy, Jamaica, Laos, Lebanon, Luxembourg, Malta, Mauritius, Mexico, Monaco, Morocco, New Zealand, Norway, Pakistan, Peru, Poland, Portugal, Qatar, Quebec, Russia, Slovenia, South Africa, Spain, St Lucia, Sweden, Switzerland, Thailand, Tunisia, UAE, Uganda, UK, USA, Vietnam, Zambia, Zimbabwe...*

35 Spa Associations are supporting W³: *ANETT (900 Mayors in France), Arizona Spa & Wellness Association, Asia Pacific Spa & Wellness Coalition, Asociacion Americana de Spa, Association Quebecoise des Spas, Associazione Italiana Saune & Aufguss, Association Aufguss WM, Auvergne Thermale, Balineae - Rhône-Alpes Thermal, Caribbean WE, CIDESCO, CNAIB-Spa, Cyprus Spa Association, Dance & Creative Wellness, Deutscher Wellness Verband, Eco Wellness & Travel Costa Rica, European Historic Thermal Towns Association, European Route of Historic Thermal Towns, European Spa Foundation Poland, FIEPPEC, Fundacion Bienestar Mente Cuerpo, Green Spa Network, Hautes -Pyrénées Tourisme, International Sauna Association, Label Spa de France, Leading Spas of Canada, Norges Bastulag, Route des Villes d'Eaux, South African Spa Association, Spa Industry Association (Day Spa & International Medical Spa), Spa Wellness International Council (Russia), UK Spa Association, Wellness Columbia, Wellness for Cancer, World Health Innovation Summit...*

Iconic properties & groups have confirmed their participation: *Ambassades de Beauté Biologique Recherche, Aromatherapy Associates, Brisas Group Spas, Corinthia, Deep Nature, Farris Bad, GOCO Retreats & Spas, Hapag & Llyod Cruises, Kamalaya Sanctuary, Langham Hotels - Chuan Spas, Marriott, Massage Company, MATRIX, Mayan Luxury Group, Miraval Arizona, Minor Spas, Outrigger Fiji, Phoenicia Beirut, Rocco Forte, Sandals, ShangriLa – Chi Spas, Serenbe, Six Senses, Spa Eastman, The Retreat MGallery the Palm, Victoria Jungfrau Interlaken, Waldorf Astoria the Palm, WTS International...*



Left to Right: Bebe Spa OUTRIGGER (Fiji),

PULLMAN Baku (Azerbaijan),

WTS International (USA)



BIOLOGIQUE RECHERCHE is the first **OFFICIAL SPONSOR** of World Wellness Weekend, supporting the recruitment of a part-time Community Manager:

« We are very supportive of the new World Wellness Week-End initiative from Jean-Guy de Gabriac. Combining Wellness, Hospitality, and Personalization is at the core of what we strongly believe in at Biologique Recherche! »

Rupert Schmid and Pierre-Louis Delapalme Co-Chairmen Biologique Recherche