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September 22 & 23, 2018
Connect with the best version of yourself
in **1,000** properties & **50** countries
with the support of a *Wellness Buddy*.

Scary reports from World Health Organization, with alarming rates of obesity, chronic disease and the gloomy prospect of growing old with sickness, prompt the urge to visit doctors, run check-ups & DNA tests. However, in our stress-fueled & entertainment-led society of instant gratification, instilling FEAR usually creates an effective, yet short-lived Angst, that does not always trigger sustainable changes, as people thoroughly *detox* for a few days, then "re-tox" the rest of the year.

JOY seem to be a much stronger driver than FEAR to encourage people to implement healthier lifestyles. When people are having FUN in Spas, Yoga studios, Fitness clubs that become vibrant social scenes, featuring exciting classes and instructors/youtubers/influencers, churn rates drop. Not only do people visit more frequently, but also, they encourage their friends to join and become their Wellness buddies, watching over each other's commitment for a healthier, richer & "fun-er" lifestyle.

Serving in a creative & original way, World Wellness Weekend (W³) is a **global event with local activities**, initiated in two countries last year, now building an amazing enthusiasm in **44 COUNTRIES** (to this date) with the active support of **30 Spa & Tourism Associations** (see [page 2](#)).

Hospitality groups, spas, beauty institutes, yoga/Pilates/dance studios, fitness clubs, and wellness communities... all see the clear benefit to register (for free), appear on the **World Wellness Map** and showcase the talent of their teams through FUN & creative wellness activities, *worth a photo or video*, at no charge for the public. For instance:

- ✓ 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
- ✓ World Aufguss Championship organized by the W³ Ambassador in Norway
- ✓ 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**.

For owners & GMs to agree, with prospect of media coverage for PR managers, properties are encouraged to integrate World Wellness Weekend in their marketing & communication strategy, with (for instance):

- "Fit & Well packages" for locals to get fitter & more mindful with a "Wellness Buddy";
- enjoy an exciting weekend on Sept 22 & 23 with "2-night Wellness package";
- and return thanks to "3 steps to Wellness" bounce-back packages (October thru December 31), with the first step being showing up on the September equinox to discover & try new fun wellness activities, that will instill a vibrant sensation: it feels GREAT to be WELL!

On a very practical level, properties connect to a **multi-lingual website** (English, French, Italian, soon in Spanish & German); register online within 3 minutes, appear on a World Wellness Map and a "Near You" search engine, that gets populated more & more each week, with the objective to gather 1,000 properties in 50 countries.

Contact : Jean-Guy de GABRIAC
Tel: +33 61 007 7777
jean-guy@weekend-wellness.com
Hashtag: #WWWWell2018

Website (ENG, FR, ITA): <https://www.world-wellness-weekend.org>
Facebook: <https://www.facebook.com/WorldWellnessWeekend>
Instagram: www.instagram.com/world_wellness_weekend
Video clip: <https://www.youtube.com/watch?v=l3oKloC-oWw>