



## WORLD PRESS RELEASE



4th annual World Wellness Weekend to  
Make a Difference in Global Wellbeing  
**September 19 & 20, 2020**

Join thousands of venues in 100 countries



WorldWellnessWeekend



[www.world-wellness-weekend.org](http://www.world-wellness-weekend.org)



# DIRECTORY

**3-5**

**4TH WORLD WELLNESS WEEKEND  
HIGHLIGHTS & NEW WEBSITE**

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**6-7**

**COUNTRY AND CITY AMBASSADORS**

*Wellness champions sharing #WellnessForAll*

---

**8**

**60+ ORGANIZATIONS SPREAD THE WORD**

*Associations & federations are supporting World Wellness Weekend*

---

**9-13**

**COUNTRY UPDATES**

*page 9: USA and CANADA*

*page 10: BRAZIL and DOMINICAN REPUBLIC*

*page 11: MEXICO and FRANCE*

*page 12: ITALY, GREECE, NETHERLANDS and  
UK*

*page 13: SOUTH AFRICA, DUBAI & UAE and  
MOROCCO*

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**14**

**OFFICIAL WELLNESS SPONSORS**

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**15**

**MEDIA PARTNERS**





# 4th World Wellness Weekend

Let's replace fear by enthusiasm  
Let's encourage safe social proximity  
Let's share the joy of being well  
**On 19-20 Sept 2020... "Let's!"**

**Since 2017, World Wellness Weekend (WWW) has served to raise the global well-being index.**

In 2019, **2,356 venues** participated in **98 countries**, generating **430 stories** on TV, radio, print publications & internet, reaching an estimated audience of **224 million people**.

60+ organizations are supporting WWW, including the **UNITED NATIONS Global Sustainability Index Institute, the European Commission, Global Wellness Institute, ISPA, International Massage Association, International Sauna Association, Wellness Tourism Association...**

While there is still uncertainty about how fast the Beauty, Fitness, Hospitality and Tourism industries will recover, there is **one certainty: the 4th World Wellness Weekend will be celebrated on September 19 & 20, 2020 with 3 scenarios:**

**1. As lockdowns are lifted and businesses reopen,** WWW will serve as a powerful unifying communication platform to make the public want to discover fun and meaningful activities to thrive at participating Spas, Salons, Holistic Health Clinics, Hotels, Resorts, Hot Springs, Fitness clubs, Yoga studios in 100+ countries. We encourage our wellness professionals to come together and demonstrate the importance of Prevention as well as physical, mental, emotional well-being to restore enthusiasm ; stimulate the creativity of a world that must reinvent itself, and facilitate resiliency to reset & restart. Fun & meaningful Wellness workshops, classes, tutorials for groups of 10, 20 or 50 people will be organized by the venues, while observing local safety regulations for "physical distancing".

**2. In case a new wave of epidemic in September** forcing the population in another lockdown, we are already working on a contingency plan with the European Commission to combine our actions on social networks: our #WellnessAtHome and their #BeActiveAtHome. Since 2018, WWW has been an official partner of the European Week of Sports and we will encourage millions of people to be more active, more often, in relation to their #WellnessBuddies (fitness, yoga ... ) to practice simultaneously: being together at home. On social media, we shall showcase short video sequences from outstanding locations, with gorgeous backdrops to share some tips about cooking, yoga, fitness, mindfulness, sustainability...

**3. In order to raise the human spirit and a global sense of connection,** we shall combine these 2 scenarios, with "WOW" ONLINE content and immersive ON-SITE wellness activities and programs with exciting revitalizing staycations, and the promotion of wellness destinations for unforgettable exhilarating getaways.

**FOUNDER : Jean-Guy de GABRIAC**  
jean-guy@weekend-wellness.com

**Hashtag:** #WorldWellnessWeekend #WellnessFor All  
#WellnessBuddies #Welfie2020 #WellnessForNurses

**Website (12 languages):** [www.world-wellness-weekend.org](http://www.world-wellness-weekend.org)



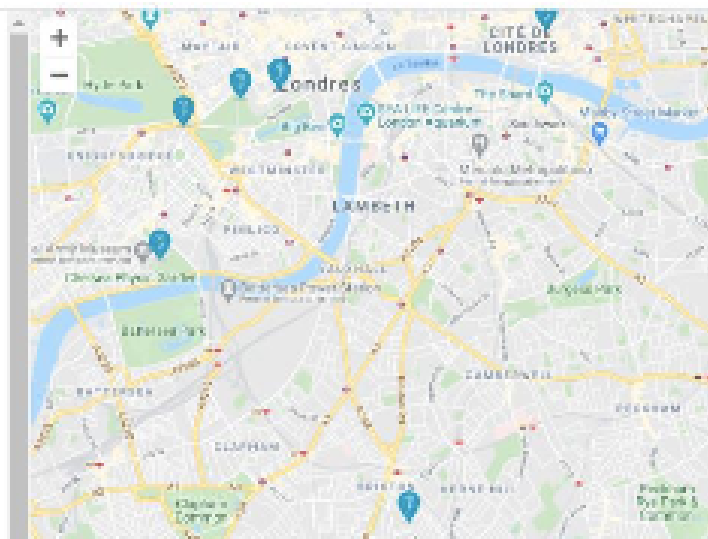
**WorldWellnessWeekend**

# New website in 12 languages

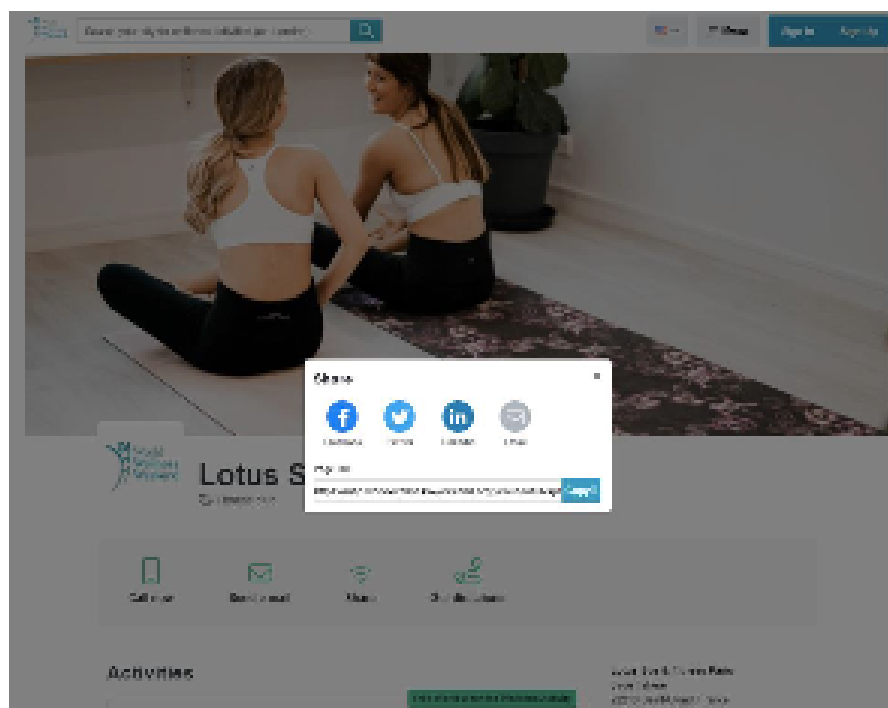
- **#WellnessForAll:** English, Spanish, Italian, French, Portuguese, Dutch, Greek, Russian, Arabic, Hindi, Malay, Thai
- **ONLINE REGISTRATION:** Our 60 Ambassadors of World Wellness Weekend have worked tirelessly to translate, so that venues in their cities & countries can :
  - REGISTER online in their language to showcase their activities for locals
  - TRANSLATE some (or all) of their activities in any of the other languages so they can inform international guests (when travelling is possible again)
- **ONE-CLICK GEO-LOCATOR:**
  - Users enter the name of any city, in their language (London, Londres, Londra... are recognized) ;
  - They can also simply click on LOCATE ME (on their smartphone, tablet, or laptop) to see the closest registered venues.
- **WELLNESS YEAR-ROUND:**
  - The BLOG section features tips from experts around the world and registered venues, about the 5 Pillars of Wellness (Sleep, Nutrition, Vitality, Serenity, Solidarity) and soon video sessions ;
  - Venues register fun & free activities to be organized Sept 19-20, 2020, and announce upcoming special wellness events (e.g: Daughter-Mother package, July Yoga week-end, Thanksgiving retreat...)
- **CARING IS SHARING:** users can call or email venues directly, and SHARE a venue's page on Facebook, Twitter... to encourage friends (Wellness Buddies) to tag along.
- **RIPPLE EFFECTS:** World Wellness Weekend wishes to positively impact the lives of millions, near and far, by encouraging people to take the **WWW WELLNESS PLEDGE:**
  - Decide on your personal wellness objective among the 5 Pillars of Wellness
  - Ask one of your friends or colleagues to become your Wellness Buddy
  - Each week, put some money in a « wellness jar » or a piggy bank (e.g. the equivalent value of sugary snacks you managed not to buy & eat, or cigarettes you succeeded not to buy & smoke.) On World Wellness Weekend (19-20 Sept) celebrate the achievement of your personal goal, see how much money you have put aside, and decide to donate it to a local charity or an NGO of your choice.







11/11/2011 11:00:00 AM



# COUNTRY AMBASSADORS



**TRICIA GREENAWAY**  
Ambassador  
ANTIGUA AND BARBUDA



**Eduardo FINCI**  
Ambassador ARGENTINA



**Dianna RUAS**  
Ambassador BRAZIL



**Tanya Chernova**  
Ambassador CANADA



**Ibalhù RODRIGUEZ**  
Ambassador COLOMBIA



**George TAVELIS**  
Ambassador CYPRUS



**ARMANDO MONDRAGON**  
Ambassador DOMINICAN REPUBLIC



**Martin R Goldman**  
Ambassador  
PORTUGAL



**Gabriela CONDE PÁRRAGA**  
Ambassador ECUADOR



**Romain DUPONT**  
Ambassador Spas  
FRANCE



**Stéphane HUIN**  
Ambassador Auvergne  
FRANCE



**Catherine SERTIN**  
Ambassador Beauty Institutes  
FRANCE



**Jean-Guy de GABRIAC**  
Founder  
FRANCE & BELGIUM



**Stavros G. MAVRIDIS**  
Ambassador GREECE



**Régis BOUDON-DORIS**  
Ambassador ITALY



**Gee Ann Banaynal**  
Ambassador JORDAN



**Kamal KHALIL**  
Ambassador LEBANON



**Datin Jeanette Tambakau**  
Ambassador MALAYSIA



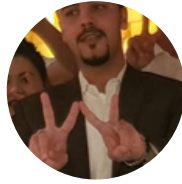
**Bonnie BAKER**  
Ambassador MEXICO



**Christina Soemarnie Blei-Amatdoelrasit**  
Ambassador NETHERLANDS



**Lasse ERIKSEN**  
Ambassador NORWAY



**Mohammad TAYYM**  
Ambassador PAKISTAN



**Milagros SERRANO**  
Ambassador PERU



**Monica RISENIUS**  
Ambassador SWEDEN



**Stewart St CLAIR**  
Ambassador  
UNITED KINGDOM



**Stephanie REST**  
Regional Ambassador  
CARIBBEAN



**Snježana Ledinski**  
Ambassador  
CROATIA



**Kristijan Zulle**  
Ambassador  
CROATIA



**Noel Asmar**  
Ambassador for EQUESTRIAN



**Isabelle WACHSMUTH**  
Ambassador for ARTS



**Francisco LUGO**  
Social Media Ambassador  
MEXICO



**Mina MUKOVIC**  
Administrative &  
Event Coordinator



# CITY AMBASSADORS



*Alexis FORÉT*  
Ambassador  
AGEN (FRANCE)



*Gabriela GERGIC*  
Ambassador  
BUENOS AIRES  
(ARGENTINA)



*Iulian MOTOC*  
Ambassador  
BUCHAREST (ROMANIA)



*Luis Ramirez*  
Ambassador  
CANCUN (MEXICO)



*Taryn LILEY*  
Ambassador Capetown  
(SOUTH AFRICA)



*CAROL PHILLIPS*  
Ambassador  
ARLSBAD AND LAGUNA BEACH



*Marina DANNON*  
Ambassador  
COTONOU (BENIN)



*Vyara Tosheva*  
Ambassador  
DUBAI (UAE)



*Feriel BOUZEKRINI*  
Ambassador  
DUBAI (UAE)



*Viktor KOVYZIN*  
Ambassador  
KIEV (UKRAINE)



*Viviana CONFALONIERI*  
Ambassador  
LOMBARDIA (ITALY)



*GIOVANNA LORRAI*  
Ambassador  
SARDINIA (ITALY)



*Soumia HITE*  
Ambassador  
MARRAKECH (MOROCCO)



*Rekha CHAUDHARI*  
Ambassador  
MUMBAI (INDIA)



*REENA SETH*  
Ambassador  
MUMBAI (INDIA)



*Meritxell SOLÉ ESTIU*  
Ambassador  
SAN MIGUEL DE ALLENDE (MEXICO)



*Heather Wenman*  
Ambassador  
ONTARIO (CANADA)



*Peggy SEALFON*  
Ambassador  
PARADISE COAST (USA)



*Konstantina MAKRI*  
Ambassador  
Mykonos (GREECE)



*Mia MACKMAN*  
Ambassador  
SEDONA (ARIZONA, USA)



*Rocco BOVA*  
Ambassador  
MERIDA (MEXICO)



*Lorne BROWN*  
Ambassador  
VANCOUVER (CANADA)



*ANTONIO CARLOS ARANHA RUAS*  
Ambassador  
NANUQUE - BRAZIL



*Reyes Guzman*  
Ambassador  
Santo Domingo  
(DOMINICAN REPUBLIC)



*Arabelle DEL PILAR ROSARIO*  
Ambassador  
Punta Cana  
(DOMINICAN REPUBLIC)



*Laura Olivera KAHN*  
Ambassador  
MENDOZA (ARGENTINA)



*Andrea Pambianchi*  
Ambassador  
ROME (ITALY)



*Irene Campaña*  
Ambassador  
Los Cabos (MEXICO)



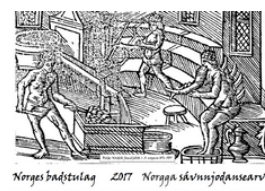
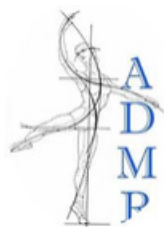
*Edith Castillo*  
Ambassador  
SONORA (MEXICO)



*Jessica HEREDIA V.*  
Ambassador  
Santiago de Chile (CHILE)



# 60+ ORGANIZATIONS ARE SPREADING THE WORD





# COUNTRY UPDATES



## NORTH AMERICA

### UNITED STATES OF AMERICA

Thanks to **Peggy Sealfon** WWW Ambassador, **BeWellinParadise.com** will help organize and promote wellness activities throughout Florida's Everglades, Marco Island and Naples to align with WWW.

- On Saturday 20 September, Be Well in Paradise will partner with Spiritual Communities Network to offer "Spirit of Wellness," a full day of free events to inspire healthy living in the tropical environment of Naples on Florida's Paradise Coast. Over a dozen practitioners will provide half-hour sessions throughout the day including meditation, yoga, whole body wellness techniques, cooking demo with Coast Restaurant's chef at Edgewater Beach Hotel, essential oil experiences, mindfulness class, nutritional discussions, introduction to Blue Zones Project, and more.
- Naples, Florida USA has been recognized for an unprecedented 4th year in a row by Gallup as the happiest, healthiest place in the country so this is a perfect setting to celebrate World Wellness Weekend.

### CANADA

With the joint efforts **Tanya Chernova** - WWW Country Ambassador: **Lorne Brown** - Integrative Holistic Wellness Ambassador and **Heather Wenman** - Salon and Wellness for All Ambassador, participating venues are encouraged to dedicate Saturday 19 Sept for associates (internal wellness activities) and Sunday 20 Sept for clients and community with FUN & meaningful wellness activities & workshops.

- Allocate wellness ambassadors in each province and have them suggest ambassadors in each city. They'll span across 3 areas: spa/ salon, Integrative wellness and fitness.
- We are working with our 2 local associations to book webinars for July once things get going here and the second wave is not happening. This will give them the turnkey plan to choose an activity from a menu of options or make one. Register on the site and enroll their community through social media.

**Leading Spas of Canada** and **Allied Beauty Association** are actively supporting. The following franchise brands are considering how they will support Hand and Stone (26 locations), Ten Spot day spas (17 locations), Massage addict (60 locations), Good life fitness (300 locations)



## LATIN AMERICA – CARIBBEAN

### BRAZIL

The outstanding efforts of **Dianna Ruas** – WWW Country Ambassador and **Antonio Carlos Ruas** – WWW Ambassador in Nanuque, BRAZIL is the most active country among all 98 celebrating World Wellness Weekend :

- Mindfulness groups have been confirmed in all 26 Brazilian states (Minas Gerais is the 2nd largest)
- As an official partner of WWW, Plantio Brasil will kick off WWW 2020 by commemorating the International Day of the Forests with a “National Tree Planting Task Force” from 14th to 31st of March (before & after the Equinox)
- In contact with Brazilian Citizenship Councils to promote health and wellness to citizens living abroad. The Conselho de Cidadania Brasileira na Grécia, Athens has already confirmed and we have webinar on the 5 Pillar of Wellness.
- CRAEMG, IPGU, SBA, FENAB, Brazilian Association of Lian Gong in 18 Therapies, Associação Brasileira de Estetica, Associação Pro Culture e Turismo de Santa Cruz de Cabralia, Associação Metareila, Aranha Adventure and Coya Wellness have all confirmed massive participation.
- The Great Chief Almir Surui has confirmed that the SURUI School for children Tancredo Neves and the University Paiter a Soeixawe will participate.
- The mayor of Nanuque has confirmed that the municipal schools will participate. To kick off WWW 2020 in the city of Nanuque city, we will partner with "LAGOA VIVA" (living lagoon) on the Equinox (21-22 March 2020) with sports activities and commemoration of the International Water Day (March 22).
- Coya Wellness coordinate sustainable activities with the Natives Tribes, wellness communities programs.

### DOMINICAN REPUBLIC

Proudly introducing new Ambassadors in Dominican Republic: **Armando Mondragon** Country Ambassador, **Reyes Guzman** Santo Domingo Ambassador (North and South Cost), **Arabelle Rosario** Punta Cana Ambassador (East and Coast)

Ambassadors in Dominican Republic will focus into creating a path of activities promoting the 5 Wellness pillars, we would include active participants in hotels, spas, salons, fitness centers, restaurants, schools, foundations and individuals with a wellness interest and lifestyle. Also following up to have support from the Wellness Division at the Minister of Tourism.

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## MEXICO

Viva Mexico !!! and Viva **Bonnie Baker**, WWW Country Ambassador, **Meritxell Solé Estiu** – WWW Ambassador in San Miguel de Allende, **Alejandro Leo**, WWW Ambassador in Tulum and **Rocco Bova** WWW Ambassador in Merida and newly appointed Ambassador in Cancun **Luis Ramirez**

Mexico has been working to increase numbers with more **in-country ambassadors** and a calendar of social media leading up to September 19-20. We now have a PR firm on board, in talks with some high-level sponsors, and we are teaming up with international experts to present conferences and webinars online during the next 4 months.

## EUROPE

### FRANCE

Although the country is currently under total lockdown, two new WWW Ambassadors **Catherine Sertin** and **Romain Dupont** have been appointed to coordinate with beauty salons and with spas nationwide. They are joining the efforts of **Alexis Forêt** – WWW Ambassador in Agen et **Stéphane Huin** – WWW Ambassador in Auvergne.

- Marseille, the 2nd biggest city in France is getting ready, as well as iconic cities like Bourbon l'Archambault, Châtel-Guyon, Clermont-Ferrand, Mâcon, Montbrun-Les-Bains Roissy en France, Saint-Nectaire, Vichy will soon unveil their wellness activities as Wellness Getaways and Wellness Staycations, improving the quality of life of their residents.
- **CNAIB SPA**, professional confederation of aestheticians informs its 1,175 members beauty salons to open their doors and share beauty advice and workshops.
- **Spas de France** with 200 labeled spas will coordinate original activities.
- **FIEPPEC**, 83 schools of aesthetics including the Catherine Sertin School and the Terade group with 35 institutions, will provide trainees with institutes and spas to welcome the public with wellness workshops.
- **DEEP NATURE**, the leading French Spas operator is mobilizing its 53 spas to boost Serenity and Vitality.
- **PLANET FITNESS GROUP** distributing Les Mills and TRX to 1,300 fitness clubs in Europe and North Africa, will inform instructors to encourage fitness members to come with a "wellness buddy".
- French association of Mayors of touristic cities (**ANETT**) and **Villages Vacances de France**
- The **Fédération Française de Randonnée Pédestre** (French Hiking Federation) and the **Fédération Française de Cyclo Tourisme** (French Federation of Cyclo Tourism) will inform their millions of members and will coordinate 10 major events nationwide on the 3rd weekend of September.



## ITALY

Despite the tragic situation, **Regis Boudon-Doris** - WWW Country Ambassador, **Viviana Confalonieri** - WWW Ambassador in Milan, **Giovanna Lorrai** - WWW Ambassador in Sardinia, and **Marco Tomasini** - WWW Sports Ambassador, are actively preparing the rise of the nation to stimulate immune systems and boost morale.

- Organization of the Wellness street event in Forlì with local Association and City Hall, with the opportunity to use the same format project for other cities
- Negotiation with S.Marino Government to become a wellness country and organize an event to promote that
- Actively looking for other city ambassadors that can help in different business and geographic areas

## GREECE

Opa ! Opa ! Opa ! for **Stavros Mavridis** - WWW Country Ambassador and **Konstantina Makri** WWW Ambassador in Mykonos. Soon big news will be announced with major groups joining and especially with the support of the Mayor of Acharnes (biggest city in Athens) and the Mayor of Sparta. Six Senses and Euphoria Retreat are confirmed.

## NETHERLANDS

**Christina Blei-Amatdoelrasit** - WWW Ambassador will celebrate the 10th jubileum of SoeReiMas Reiki&Massage on April 1, 2020 inviting 40 Soereimas Bamboo Massage Spacialists from 10 provinces of the Netherlands to perform the SoeReiMas BombooSage on 10 Bomboo Table & 10 Bomboo Chair massage on Sunday 20 Sept.

## UNITED KINGDOM

**Stewart St Clair** - WWW Ambassador is giving maximum exposure to WWW with The Way Forward show on the UK Health Radio, with a global audience of 320,000 listeners.

- TheWayForward radio show will feature FREE wellness sessions on during World Wellness Weekend
- Emerson College Bodynami Botanical Garden will host a Free Wellness Tea Party on 20 September
- In Brighton's Central Park there will be organized a 2-day Festival full of different kinds of FREE wellness activities such as: Yoga, Fitness, Meditation, Music and The Self Love Club.



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**WorldWellnessWeekend**





## AFRICA - MIDDLE EAST

### SOUTH AFRICA

South Africa is actively working on preparation of World Wellness Weekend activities with our new Ambassador **Taryn Lilley**.

We are gearing up for a jam-packed weekend of festivities for WWW in September.

- We will be running an **online program with various wellness sessions** hosted by professionals throughout the country.
- Some of the events you can look forward to include the following: *A workshop teaching massage techniques for homecare destress; Skincare routine tips and trends; Guided meditation and Yoga sessions; Various Nutritional Workshops; "Bootcamp for a Cause"* metabolic burn fitness workout hosted by Foreverstrong Studio and so much more.
- We also have something exciting planned for the kids, so they can join in on the wellness line up as well.
- Many properties are also planning to host events that will run alongside and compliment our online program. Once we have more confirmation on when our beautiful Spa and Wellness facilities will be able to operate again, we can give more details on which events are available in your area

### DUBAI & UAE

Our WWW Ambassadors **Vyara Tosheba** & **Feriel Bouzeorini** have elaborated a holistic 360 degree Wellness Summer plan to engage both Dubai & UAE Communities and Organization to join the WWW Momentum around 2 axis :

1. Wellness programs & Activities during Summer 2020 : **Build your Health resilience** Summer training program **Feel Well Sleep well** Sumer workshop series
2. WWW Wellness & CSR partnerships : Vyara and Feriel are currently in discussion with various & major organisation within the Wellness industry, resorts, Sports councils, radios & medias and institutions authorities to engage them as Wellness Stakeholders.

We are also happy to announce that we will pair our Wellness programs and activities with CSR campaign in collaboration with local NGO.

### MOROCCO

**Soumia Hite** – WWW Country Ambassador is currently coordinating with Regional Touristic Committees to celebrate WWW in Marrakech, Casablanca, Fes, Essaouira...

- Official confirmation from all the hotels spas who partipated last year with the original programs this year
- Main objective is to register around 40 spas and centers this year from all over Morocco
- Working on video that brings together Professionals, famous faces, journalists and influencers from the WELL-BEING industry in Morocco to share their vision of well-being
- Working in collaboration with the spa director of royal Mansour Marrakech to see how we can organize original and MEDIA Event outside the hotel in September

# OFFICIAL WELLNESS SPONSORS



## **Pioneer SPONSOR of World Wellness Weekend**

« 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



"At PLANET FITNESS, we have a deep conviction: people who practice physical activities feel better than those who don't. And we like that people feel well. Practicing a physical activity well cannot be improvised. It is something that is learned, coached and shared. And that's why we exist. Therefore, it is logical for us to join the World Wellness Weekend with Jean Guy de Gabriac at its helm!" Christophe Andanson President - Planet Fitness Group



At LEMI we are aware that the route to well-being is a long and challenging process that is successful as long as it is pursued with reliability and tenacity, which is what we have done: indeed, since 1989 at LEMI the wellness has been the core of a process leading to a steady business growth involving different factors, thus aiming at a constant improvement for both its staff and the environment in which these people work. That's why we are very proud to support the World Wellness Weekend and spread wellness in everyday life."

**Matteo Brusafferri General Manager**



"We are elated to participate in the 2019 World Wellness Weekend. As a wellness category leader, we believe Massage Envy has the unique opportunity to encourage every American to keep their body working through regular massage, skin care and stretch," said Joe Magnacca, Massage Envy president and chief executive officer. "World Wellness Weekend gives us a fantastic opportunity to highlight the importance of integrating regular body care rituals like massage and facials into a total body wellness lifestyle, positively affecting mental & emotional well-being."



"It is an honor and a pleasure to lead this global wellness initiative bringing together 36 international associations, leading hotel groups and operators. Beyond design and marketing, what makes people want to return to a property dedicated to fitness, beauty and tourism is the talent of the teams, their expertise and their passion to care for people and deliver experiences rich in meaning and sensations, as transformative as possible."

**Jean-Guy de Gabriac Founder Tip Touch International**

## MEDIA PARTNERS



French professional magazine for aestheticians, owners of beauty salons & spa managers



Professional Beauty produces market leading events, conferences, magazines and awards in the UK, GCC, India, and South Africa.



The first French-speaking information site dedicated the wellness industry



Monthly magazine of the International SPA Association, the voice of the Spa industry



The 360° Spa & Wellness Innovation Magazine



The Magazine For Spa & Wellness in Mexico, Caribbean & Latin America.



In-depth health information Station with 28 health shows that air 24/7, including "TheWayForward" presented by Stewart St Clair filled with inspiration and passionate experts.



Network of TV Reporters and ambassadors who are inspiring healthy lifestyle around the globe, sharing feel-good news with passion and promoting health, wellness, fitness, and nutrition.



Online magazine promoting Wellness ways around the world.



Italian wellness blog about healthcare, well-being and fitness.

