



WORLD PRESS RELEASE

18th March 2021



5th annual World Wellness Weekend

Together,

let's make a world of a difference!

Sept 18 & 19, 2021 in 120 countries



WorldWellnessWeekend



www.wellmap.org



DIRECTORY

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Covid-19 has had devastating repercussions on the Spa, Beauty, Fitness, Hospitality and Tourism industries, shutting down businesses for months, and some permanently. The global pandemic has also shown that resilience and grit are part of the DNA of the professionals of these sectors. So, we are pleased to announce that the 2021 **World Wellness Weekend** will proceed as scheduled on September 18 and 19 in 120 countries.

In 2020, **World Wellness Weekend (WWW)** was not cancelled, nor postponed. It was celebrated in 109 countries, by 1,123 venues across 543 cities. In 2021 with the support of 60+ organisations and the official proclamations from Secretaries of Tourism, Governors, Mayors, Visitors' bureaus, **WWW** is aiming to gather **5,000 venues in 120 countries** on the World Wellness Map by **Sept 18-19, 2021!**

This would not be possible without the outstanding contribution of **100+ volunteers around the globe** (WWW Ambassadors and Coordinators) who infuse their network with hope and enthusiasm, encourage venues to be innovative, groups to instil a culture of wellness, and cities to be more aligned with the United Nations' SDGs and #WellnessForAll #WellnessByAll #WorldWellnessWeekend

By promoting **5 Pillars of Wellness**, **WWW** is encouraging everyone NOT to wait for a "post Covid new normal", but rather to live RIGHT NOW richer and fuller lives with families, friends and wellness buddies. Our 5 Pillars of Wellness are embodied in the Wellness Pledge: **Sleep & Creativity, Nutrition & Immunity, Movement & Vitality, Mindfulness & Serenity, Sense of purpose & Solidarity.**



There are 3 big changes this year!

First, [WWW](#) is **not just an event** on September 18 and 19, 2021 from sunrise in Fiji until sunset in Hawaii. It has become **a movement** encouraging wellness enthusiasts to experience and enjoy the benefits of wellness activities, as often as possible, especially on weekends, aka. **Wellness Weekends**.

Second, our [website is now available in 13 languages \(soon 16\)](#) with Mandarin, Vietnamese and Croatian. Venues around the world can showcase the **60-minute activity that they will organise for free** in a meaningful, safe, and fun way on Sept 18-19, 2021. They are also encouraged to **promote their upcoming activities in April, May, June and Summer of 2021**: reopening classes, special events like Full Moon yoga sessions, wellness getaways, mother-daughter packages... Our objective is to inspire and empower wellness professionals around the globe, to boost the creativity of their colleagues, improve their SEO, attract new clients, and engage former clients.

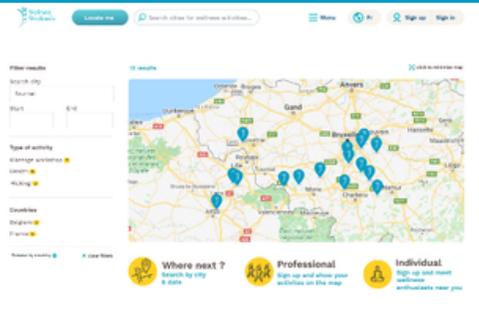
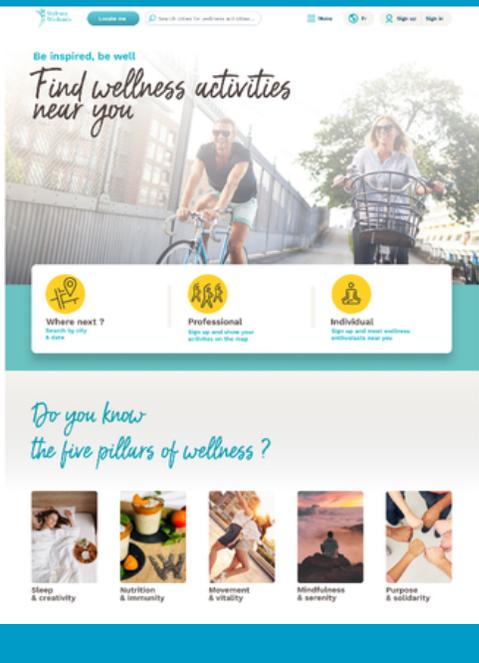
This will create an opportunity for avid wellness enthusiasts around the world to visit www.wellmap.org, press on **"LOCATE ME"** to discover avenues and activities near them.

The public can also sign up, locate themselves on the map and feature their personal wellness moments to invite other wellness enthusiasts in their city to join them to walk/run together (6-feet apart, or *one "dolphin apart"*), or meet up in a park to practice yoga together, safely distant with a mask.

In times when anxiety and distress are fuelling a **mental-health pandemic**, having a **wellness buddy** to meet in person, or connect with online is essential to stay motivated to walk the walk, and be accountable for each other. Through social media challenges, tutorials on our [Wellness WebTV](#), people may be "physically apart", but they are joyfully and safely connected by wellness activities, hence our motto: *Be Inspired, Be Well*.

The **third** main announcement is that [WWW](#) is partnering with the first [world week-end of virtual tourism \(AWTY.TRAVEL\)](#) with the support of influencers gathering 1.7 BILLION followers!!!

[WWW](#) will coordinate with cities, groups and iconic venues **36 hours of immersive wellness experiences in 360° videos**. We shall showcase **WoW moments (Wonders of Wellness)** with outdoor activities, in yoga pavilions, in museums and heritage sites...



ACTIVITIES SHOULD BE EXPERIENTIAL, FUN & MEANINGFUL



Registering online is easy as 1-2-3... and it's FREE!

Step 1. Any Wellness, Fitness, Beauty, Hospitality or Tourism related business can register its details and upcoming activities at www.wellmap.org. Just create a FREE account with an email & password.

Step 2. Venues are encouraged to announce their upcoming Wellness activities. No need to wait for September to celebrate Vitality, Serenity, Immunity, Creativity and Solidarity. Wellness enthusiasts want to identify near them "open doors", reopening classes, special events, full moon yoga sessions, spring packages, mother-daughter offers ...

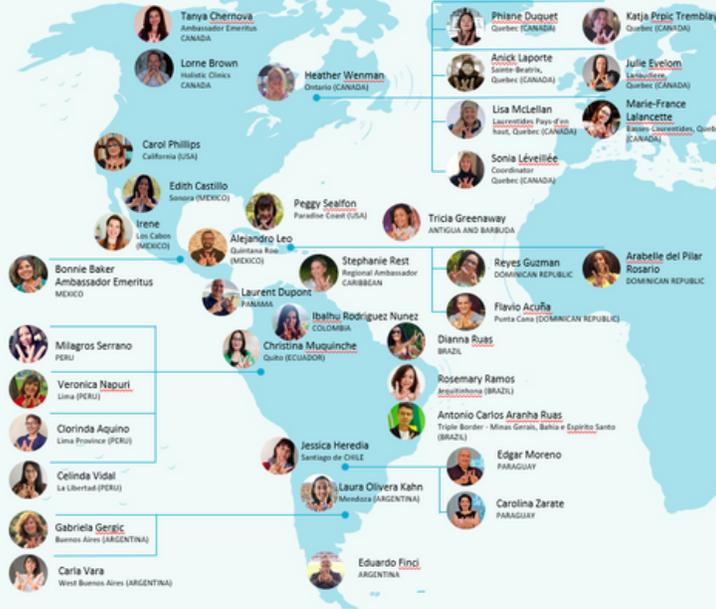
Step 3. Share your WWW page on social media to reach new clients and remind former clients why they should visit again.

The only participation requirement for venues is to offer the public in their community one FREE & FUN, 60- minute wellness activity on Saturday 18th and/or Sunday 19th September. They "donate" one hour to one of their team membersto inspire and empower clients, members, locals and other colleagues with an **original Signature activity**.

COUNTRY & CITY AMBASSADORS

100 AMBASSADORS & COORDINATORS AROUND THE GLOBE

NORTH AND SOUTH AMERICA



WELLNESS STARTS WITH "WE" AND IT GROWS WITH YOU

EUROPE



BECOME A WELLNESS AMBASSADOR IN YOUR CITY

ASIA & AFRICA



60+ FEDERATIONS ARE SPREADING THE WORD



COUNTRY UPDATES



ASIA

BALI

The objective is to ensure that 15 venues celebrate WWW in Bali, that 30% of **Evolution Wellness** health clubs participate in Asia and that WWW will be presented at **Fivelements Habitat Hong Kong**.

John T G Nielsen, Bali Ambassador for WWW, will contact and spread the word to **The Bali and Ubud Hotel Association, Ministry of Tourism of Bali and Bali Spa & Wellness Association (BSWA)**.

HUE - VIETNAM

Hylton Lipkin, WWW Province Ambassador will coordinate through **Fusion Hotel Group** to celebrate WWW, arrange at least one corporate event promoting the 5 Pillars of Wellness.

He will also contact as many Spas, Hotels, Wellness centers, Fitness Centers, Schools, Associations and Local Government offices to get involved, support the cause and spread further awareness.



AFRICA - MIDDLE EAST

DUBAI & UAE

In 2021, WWW UAE Ambassadors **Vyara Tosheba** and **Feriel Bouzekrini** will pursue the wellness momentum engaged in 2020 by strengthening the existing partnerships and engaging cities, business organizations and communities to join the WWW community.

- Conversations are initiated with local tourism authorities in the UAE Emirates and Middle East.
- Discussions with various organizations and communities' leaders and influencers within the wellness & fitness industry are pursued.
- UAE-based corporations are also engaged to participate in the WWW.

MOROCCO

Soumia Hite, WWW Country Ambassador is contacting Hotel groups, institutes and urban Spas, Fitness clubs, Yoga centers, and Personal Development centers to participate in the WWW.

She is signing partnerships with travel agencies to organize wellness stays during the weekend of 18-19 in different cities in Morocco.

SOUTH AFRICA

Taryn Lilley, WWW City Ambassador has a target of encouraging a total of 30 venues and wellness professionals to take part in WWW with the support of **SWAA – Spa and Wellness Association of Africa, SA Spa Association, CIDESCO, SAAHSP...**

There will be a special focus on schools and training academies to encourage student involvement: **ISA Carstens, CPUT, CAPRI Academy, Dermatech, International Academy** etc.

They are hoping to gain support from Travel and Tourism bodies in the provinces. The ultimate goal is to receive endorsement from the government for the venture of WWW.



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

Hashtag: #WorldWellnessWeekend #WellnessFor All
#WellnessByAll #Welfie2021 #WellnessBuddies

Website (16 languages): www.wellmap.org



WorldWellnessWeekend

NORTH AMERICA

UNITED STATES OF AMERICA

Peggy Sealfon, WWW City Ambassador continues to raise awareness about #wellnessforall with multi-city countywide participation for the 5th WWW.

They solicited endorsement letters from **City of Naples Mayor Teresa Heitmann** and **Collier County Commissioner Andy Solis**.

They are expanding participation to include both virtual education and outdoor nature adventures including swamp walks at the edge of the **Everglades in Big Cypress National Preserve**, guided bike trips, special programs at the **Naples Botanical Garden**, as well as Blue Zone-inspired cooking class, purpose workshops, meditation and yoga on the beach, aquatic classes, gong baths, and so much more...

With **BeWellinParadise.com**, they are focused on Mental Wellness and are developing unique programs with a special target towards youngsters.

QUEBEC - CANADA

Phiane Duquet, WWW Quebec Ambassador and **Katja Prpic Tremblay**, coordinator of WWW have received the official support of not 1 but 3 government officials: **Dr Lionel Carmant - Minister of Health, Caroline Proulx - Minister of Tourism, Mélanie Joly - Minister of Economic Growth**.

The **Association of Massage Therapy RMQ** will join forces to promote wellness activities throughout the Province of Quebec.

Katja Prpic has co-created 2 training retreats for March and May 2021 with **Centre EauVie** and **Akwaterra Canada**. Her two magazines publish regular articles about the WWW in MASSO'PRENEURS and BIEN WEB MAGAZIN.

The regional team of Ambassadors is connecting their network with WWW:

- **Heather Wenman** grows the number of participants among **Green Circle Salons**.
- **Marie-France Lalancette** (Basses-Laurentides) and **Lisa McLellan** (Laurentides Pays-d'en Haut) contribute with articles and podcasts.
- **Tanya Chernova** shares her experience as WWW Ambassador Emeritus of Canada.
- **Julie Eyelom** in Lanaudière plans the 10th anniversary of her annual event **Le Rendez-vous** on September 18-19, 2021 specifically during the WWW.



SOUTH AMERICA

BRASIL

Dianna Ruas, WWW Country Ambassador continues to lead the most active country during WWW 2020, with the collaboration of Mr **Alexander Assunção** president of **CRAEMG**.

Antonio Carlos Aranha Ruas, the Triple Border Ambassador, will focus on Sustainability, Ecology, Sport Activities, Martial Arts, Capoeira... even surprise Pets Wellness, including "Hippo therapy" in collaboration with **Aranha Adventure**.

Due to Covid19, there will be a lot of ONLINE activities: a **virtual art gallery** will illustrate the 5 Pillars of wellness with local artists, including **Eliana Vassilakis Helou**, and **Eliana Costa**, WWW Coordinator, will offer free LIAN GONG classes online.

COYA WELLNESS coordinates sustainable activities in all the 27 Brazilian states, promoting wellness programs for communities and wellness tourism, including planting trees, forest bathing, biking, sail therapy, art therapy, music, mental health, cultural rituals from Natives Tribes, even activities with pet wellness!

Rosemary Ramos is the WWW City Ambassador for Vale do Jequitinhonha.

Pakaas Palafitas Lodge Resort (Guajará-Mirim – Rondônia) and **Quinta do Porto Hotel Marina** (Arraial D'Ájuda - Porto Seguro) have already planned a full program for WWW 2021.

ARGENTINA - MENDOZA

Maria Laura Kahn, WWW City Ambassador, is spreading the message of WWW with "**Turismo y Cultura de Mendoza**", Municipalidad de **Luján de Cuyo**, and **Turismo Valle de Uco**... to engage as many venues and professionals as possible in the region and Argentina.

CHILI - SANTIAGO DE CHILE

For the second year of participation, **Jessica Heredia**, WWW City Ambassador is expanding the WWW network of participating professionals with "**Mujeres del Pacífico-Chile**" and exploring original activities with **SERCOTEC** (a Chilean state institution) to:

- promote physical/mental health with comprehensive care centers for Alternative & Complementary Therapies through LIVE activities, and ONLINE educational videos for local communities (Instagram, YouTube, Facebook...)
- generate interviews with wellness professionals about health & well-being.



DOMINICAN REPUBLIC

Thanks to **Flavio Acuna**, WWW City Ambassador, WWW will be announced regularly through the year, to build momentum during other events:

- April: **International Wellness Spa Congress** (April 10-11)
- May: **Saona Island Retreat** with 3-day and 7-day programs
- June: training Courses Tibetan Massage, Wood Therapy and Reflexology
- July: 3-day Detox Mountain Retreat with hiking, healthy eating, meditations and holistic therapies

PERU

Milagros Serrano, WWW Country Ambassador with **Celinda Vidal**, **Veronica Napuri** and **Clorinda Aquino**, WWW City Ambassadors will produce some Wellness Talks.

Celinda Vidal will contact the Mayor of the **Provincial Municipality of Pataz** and **Minera La Poderosa**, the **Chamber of Tourism of La Libertad**, the tourism schools and the universities of **Trujillo**.



EUROPE

SWITZERLAND

Isabelle Wachsmuth, Communication and Project Manager at **World Health Organization** and **WWW Ambassador for Arts** will lead a new International Art Exhibit at the UNITED NATIONS on Resilience, and specifically how to maintain or recover well-being and health in Geneva in June. She is planning to tour this exhibition through the WWW network with the involvement of local artists.

FRANCE

WWW Ambassadors in France, are joining forces to unite professionals next September: **Catherine Sertin** (Beauty Institutes with CNAIB SPA & CIDESCO France, and Beauty Schools with FIEPPEC), **Romain Dupont** (Spas de France), **Stéphane Huin** (Route des Villes d'Eaux & Accros du Peignoir), **Isabelle Trombert** (AHIMSA Le Spa in 5 cities), **Alexis Forêt** (Aginum Thermae & Wellness Street in Agen).

With the support of **ANETT**, more city Mayors & Visitors bureaus will participate, especially the region of **Marseille Metropole** (2nd largest city in France).

GREECE

Stavros Mavridis, WWW Country Ambassador is in contact with two famous colleges in Greece of Hospitality Industry, **Swiss Alpine & ALBA business school** to participate, and also with **Katikies Hotels** in Mykonos & Santorini.

Nikos Kourememos is the new City Ambassador in Athens!

ITALY

Regis Boudon-Doris, WWW Country Ambassador, is actively contacting national or regional companies or professionals, as well as Local Tourist Associations, Institution and Mayors, with the objective to have 200 venues registered on the Wellness map of Italy.

With the passionate team of Italian Ambassadors, they are developing a "Wellness Street/City" concept, and will broadcast LIVE Wellness activities from the most iconic places.

In the spirit of #WellnessForAll, **Viviana Confalonieri**, WWW City Ambassador is working on a new wellness event: **#Milan4Wellness**, from 10 to 16 May 2021.

In Milan, the green, non-profit initiative will celebrate Sport, Environment and Sustainability thanks to the collaboration with some of the best fitness associations such as **Holibreak** for yoga pilates and **FitnessWalk** for fitness walk in the park.

The aim is to organize a wellness week with fitness activities for everyone in the city parks, to raise awareness of physical activity; as well as, urban reforestation and compensation of CO2 emissions.



CROATIA

Snježana Ledinski and **Kristijan Zulle**, WWW Country co-Ambassadors are introducing WWW to the **Croatian Chamber of Commerce, Department of Health Tourism, Croatian National Tourist Board, Ministry of Health, Department of Health Tourism**, Fitness centers Association, and in the city of Rijeka (**Faculty of Health Studies University, Medical High School, Medical Wellness Academy**, Associations of people with disabilities...)



WWW will be announced regularly during other events to build momentum:

- May: opening of the **Hilton Rijeka Costabella Beach Resort & Spa/ Zadar triathlon...**
- June: **Porec Summer Festival/ International Children's Festival/ Wings for Life...**
- July: **Rijeka Summer Nights/ Dubrovnik Summer Games/ Sailing regatta Fiumanka...**
- August: **13th Sport Games for Children with Developmental Difficulties** in Rijeka
- September: **Split Half Marathon/ 100 Miles of Istria**

ROMANIA

Iulian Motoc, WWW City Ambassador is organising several massage master-classes with massage therapists from all over the country, with discussions about spreading WWW in all regions of Romania, massage training, combined with yoga.

June 14-16 in Sibiu, a massage boot camp will include massage demonstrations, massage competition, massage training, meditation, and discussions about WWW

BELGIUM

Julie Wren, WWW City Ambassador aims at gathering 60 venues & wellness professionals with the support of **Burn-out Vlaanderen VZW, IDEWE, UNIZO, VOKA, Great Place to Work, BESKO, Spa Belgium, Belgium Sauna Federation, Thermen & Beauty Group, Exclusive Wellness, Artemis/Markant...**

Conversations with the Head of the **BANG** region (Belgium/Austria/Netherlands/Germany) will help promote WWW on a regional level.



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WorldWellnessWeekend

OFFICIAL WELLNESS SPONSORS



Pioneer SPONSOR of World Wellness Weekend

« We are very supportive of the new World Wellness Weekend 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



IMMUNOCOLOGIE

It is a pleasure to support World Wellness Weekend with Immunologie Skincare.

We connect the skin with gut health, which is the 2nd pillar of Wellness. We call it "Juicing for the skin"!

Karen Ballou - Founder Immunologie



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



"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 Mindbody, we are steadfast in our purpose to connect the world to wellness through technology. As the leading software provider to the fitness, wellness and beauty industries, we have a responsibility to practice what we preach. World Wellness Weekend provides us the perfect platform to inspire and motivate millions of people around the globe to try new wellness experiences or strengthen existing routines or practices. We believe wholeheartedly in making the world a healthier, happier place and partnerships such as this one, helps us spread that message to large and receptive audiences."

Josh McCarter - CEO MindBody

OFFICIAL WELLNESS SPONSORS



"Since Altearah's inception in 2000, the mission of encouraging wellness, positivity and emotional harmony through colour has been the core of our company ethos. Altearah is built around bringing these elements together to develop our industry and promote the vision of total well-being and serenity, for the mind, body and soul. We are proud and honored to once again be supporting and celebrating World Wellness Weekend in 2021.

-Shahida Siddique, President of Altearah Bio



"For the past 50 years, Gerard's has been the synonym of wellness and high quality. Since the beginning, our mission has been spreading our cosmetic culture and beauty all over the world. A conscious beauty that originates from psychophysical, soul and body harmony, leading to deep self-love. For this reason, we are proud to support the World Wellness Weekend and take part in one of the most important initiatives in the field of wellness."

Luana Pelati - International Marketing Manager at Gerard's



"It is an honor and a pleasure to lead this global wellness initiative bringing together 60+ 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



"We are very happy to support World Wellness Weekend, an international major project, coherent with our philosophy and our concept of beauty, always in the name of respect for the natural world and the delicate balance of our body. An initiative that we hope will spread more and more, in Italy and in the world, its positive idea of well-being."

Valeria Cavalcante - CEO Vagheggi