Embargo until MONDAY 11 MAY



4th edition - Sept 19 & 20, 2020

Website in 11 Languages One-click Geo-locator Wellness Pledge

« Wellness is around the corner... literally! Just check the World Wellness Map for wellness professionals near you »

As many countries start re-opening mid May & June, the World Wellness Weekend launches a brand-new website on Monday 11 May with many upgraded features to give exposure to wellness-related professionals around the globe :

- 11 LANGUAGES: English, Spanish, Italian, French, Portuguese, Dutch, Greek, Russian, Arabic, Hindi, Malay
- **ONLINE REGISTRATION**: Our 50 Ambassadors of World Wellness Weekend have worked tirelessly to translate, so that venues in their cities & countries can:
 - o **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**:
 - o Decide on your personal wellness objective among the 5 Pillars of Wellness
 - o 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.

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Website (11 languages): www.world-wellness-weekend.org

FB, IG, YT: World Wellness Weekend

Wellness Map with locator (11 languages): www.wellmap.org

Hashtags: #worldwellnessweekend #welfie2020 #wellnessbuddies #wellnessfornall #wellnessfornarses #wellnessathome





