



## WORLD PRESS RELEASE

24th August 2020

The World is in crisis...  
We all need more Wellness!  
**Sept 19-20, 2020 in 100 countries**



WorldWellnessWeekend



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



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## WELLNESS SPONSORS & MEDIA PARTNERS

FOUNDER : Jean-Guy de GABRIAC

jean-guy@weekend-wellness.com

Hashtag: #WorldWellnessWeekend #WellnessFor All

#WellnessBuddies #Welfie2020 #WellnessForNurses

Website (13 languages): [www.world-wellness-weekend.org](http://www.world-wellness-weekend.org)



WorldWellnessWeekend



Sept 19-20, 2020

World Wellness Weekend will replace  
"Social distancing" with "Social Wellness".

Let's share the Power of noWWW  
#WellnessForAll #WellnessByAll

Despite the many challenges related to Covid19, wellness professionals and venues are actively preparing fun, free and meaningful activities (both on-site and online) for World Wellness Weekend on Sept 19-20.

Well-being is in their DNA: / fitness / spa / tourism professionals live to serve others to the best of their abilities. As care-givers, their "raison d'être" is to help others discover the best version of themselves.

**The purpose of World Wellness Weekend (WWW) is to connect people and encourage everyone to "Be Inspired. Be Well" by creating accessible and free activities.**

*"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**

## SAFE EVENTS


In line with enhanced COVID-19 hygiene and safety measures, group sessions will be socially distanced and in locations where international travel is restricted, the events will be hosted online via social media.

Tour the World Wellness Map in 13 languages and find highly original & creative programs and onsite workshops in your area around the world (following local health and safety regulations) one-click geo-locator: [www.wellmap.org](http://www.wellmap.org)

## TRAVEL WITHOUT JETLAG


Be inspired to travel to the four corners of the planet through World Wellness Weekend photo / video gallery - in partnership with Mohmentz, a social media platform with 300K followers in the UAE, and growing fast:


**mohmentz™** Login


**World Wellness Weekend | 19-20 September**


19 - 20 Sep 2020 Global

Upload your #wellness #moments into your country and city album below 📸

**2019 MOMENTS**  
19 - 20 Sep 2020 | Global 423

**2020 MOMENTS**  
19 - 20 Sep 2020 | Global 91

**ANTIGUA AND BAR...**  
19 - 20 Sep 2020 | Global 1

**ARGENTINA**  
19 - 20 Sep 2020 | Global 1

<https://www.world-wellness-weekend.org/wellness-mohmentz/>



*"In today's scenario, people are seeking a balanced lifestyle and increasingly turning towards wellness not only at the physical level, but also at the emotional, social and environmental aspects. Jiva, with its ancient Indian healing wisdom of Ayurveda and Yoga, is distinctly poised to help the community at large to lead healthier and meaningful lives and unfold a holistic path of life."*

**Sushmita Sarangi**  
Associate Vice President  
Marketing  
Taj Hotels Palaces Resorts  
Safaris



## A UNITED VOICE ACROSS THE GLOBE

**The Taj Group of Hotels** have confirmed 50+ Jiva Spas participating, to join in and spread the message of wellness and well-being to guests, associates and the community at large. They will showcase the vital role of Indian wellness through a 6 - part series Insta Live sessions based on the principals of Ayurveda & Yoga, from their Iconic Hotels & Resorts. For a more immersive experience, try out the Taj Wellness Retreats, a soulful journey crafted for holistic rejuvenation.

**CIDESCO International** supports WWW with the help of its Members: "In these testing times we need to look after ourselves and give out good vibes more then ever!".

**MSpa International** has announced that 18 Ananatara Hotels Resorts & Spas in 11 countries (out of the 40 Spas it operates in 16 countries), and 4 Avani Hotels will inspire guests and communities towards thoughtful choices for a better life.

*“ From the serenity of yoga to the feat of martial arts, and the gift of a good night's sleep, Anantara Spa supports the five key pillars of World Wellness Weekend: Sleep and Restoration, Nutrition and Nourishment, Vitality and Movement, Serenity and Mindfulness, Purpose and Solidarity. ”*

**Caitriona Gaffney, Director of Public Relations**  
**MSpa International**

Many properties of the following groups will participate with ON-SITE workshop for associates, guests, or local residents, and also with ONLINE videos (tutorials, wellness tips, exercises) in stunning surroundings to share their expertise and passion with the world : **Accor, Akoya Spa, Chablé, Corinthia, Four Seasons, Fusion Resorts, GOCO Hospitality, Grand Hyatt, Hard Rock Hotels, Healing Hotels of the World, Hilton, Jumeirah, Kempinski, LUX\* Resorts, Mandarin Oriental, Mandara Spa, Marriott, Melia, One&Only, Renaissance, Shangri-La, Six Senses, Sonevafushi, Waldorf Astoria, Viceroy, Westin, WTS International...**

Iconic properties will also participate with activities for guests, locals and associates : **Euphoria Retreat** (Greece), **Fivelements** (Bali), **Grand Resort Bad Ragaz** (Switzerland), **Kamalaya Koh Samui** (Thailand), **Spa Eastman** (Québec)...





## MEGA COLLABORATIONS

**MindBody** supports WWW on its communication channels reaching 60,000 studios & clubs and 3,5 million App-users.

World Wellness Weekend joins mega events **Les Mills** (and Planet Fitness Group) from "World United" with thousands of fitness clubs worldwide on Sept 19.

*Les Mills, the global leader in group fitness, will be opening the WORLD WELLNESS WEEKEND with a global « World United » by fitness event, inviting all LES MILLS fitness clubs and instructors to open up their clubs and invite everyone to discover the wellness of group fitness.*

**Anna Henwood Chief Marketing Officer**  
**Les Mills International**

**European Week of Sport**, organised by **the European Commission** will be rolled out in 42 countries with 135 ,700 events gathering 16 million participants (WWW has been a partner for 2 years)

**Wanderlust** confirmed its wellness triathlon in Milan (Sept 20) and returns with a new look: a 5K run (or walk), a yoga class with a DJ, and a guided meditation in a double live and digital event. World Wellness Weekend will be mentioned from the stage.

**BeFit** (Aix en Provence) a 2-day event with the participation of Miss France 2013 : Fitness, Yoga, Paddle, Meditation, Qi Gong, Nordic walk, Elliptical bikes and healthy cooking classes...

In partnership with **IMA - international Massage Association and the World Championship in Massage, World Champions** and **experts** will share video tutorials to inspire and empower therapists worldwide with their award-winning techniques: **Ryan Hoyme** (USA), **Andrey Syrchenko** (Russia), **Christina Blei Amatdoelrasit** (Netherlands), **Yaniv Cosi Coca** (Israel), **Konstantina Makri** (Mykonos), **Mario de Sousa** (United Kingdom)...

**VACAYOU** and **MERRITHEW** will spread the enthusiasm of the World Wellness Weekend to their network.

## 30+ CITIES IN ACTION

We are glad to confirm the participation of 30 cities whose Mayors and/or Tourist Offices are mobilising to organize feel-good wellness activities for their residents and encourage them to come and discover their tourist commune.

### FLORIDA

- Paradise Coast (Naples, Everglades, Marco Islands)

### ARGENTINA

- Buenos Aires
- Don Torcuato

### BRASIL

- Nanuque
- Santa Cruz de Cabrália

### MEXICO

- San Miguel de Allende
- State of Quintana Roo

### ITALY

- Forli
- Nuoro
- San Marino
- Lollove (Sardinia)

### SWITZERLAND

- Burtigny

### FRANCE:

- Aix-les-Bains
- Bourbon-Lancy
- Bourbon-l'Archambault
- La Bourboule
- Châteauneuf-les-Bains
- Châtel-Guyon
- Chaudes-Aigues
- Cransac-les-Thermes
- Evaux-les-Bains
- Marseille
- Le Mont-Dore
- Montbrun-Les-Bains
- Montrond-les-Bains
- Nérès-les-Bains
- Niederbronn-les-Bains
- Royat-Chamalières
- Saint-Honoré-les-Bains
- Saint-Laurent-les-Bains
- Saint-Nectaire
- Saint-Omer
- Vals-les-Bains
- Vichy
- Vic-sur-Cère





# A STRONG SENSE OF PURPOSE

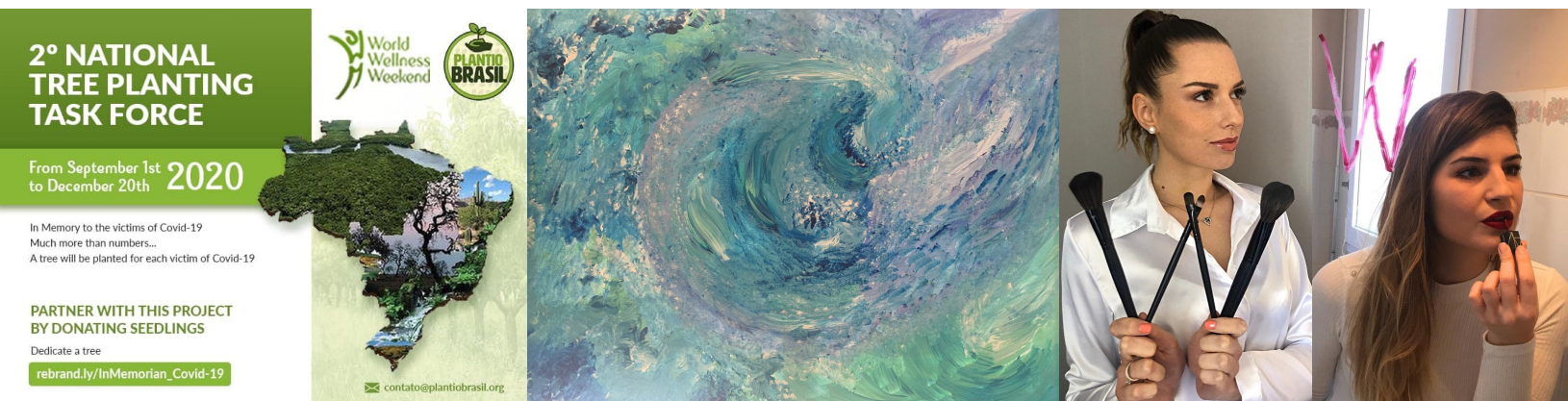
Beyond the Wellness activities (Fitness, Spa, Beauty, Massage, Nutrition ...) organized by professionals for the public to promote healthier lifestyles, activities linked to the United Nations' SDGs are being prepared:

**Dianna Ruas** and **Plantio Brasil** in partnership with WWW, will plant more than 600,000 trees in memory of victims of COVID19. Individuals will be able to give the name of the person they would like to honour and will receive a GPS location for their tree.

With the joint efforts of WWW Arts Ambassador, Head of Projects and Communication at World Health Organization **Isabelle Wachsmuth**, **Valérie Jeanrenaud**, mayor of Burtigny and a consortium of artists, an online Art Exhibit Saturday 19 Sept and Sunday 20 Sept will be showcased to promote healthier lifestyles and wellness by All, and create Art wave for Well-being and Wellness. This art exhibit will be displayed and promoted in Switzerland in the village of Burtigny, beautiful example of sustainability and preservation of the nature and the environment. Let us present to you the artists :

- **Isabelle WACHSMUTH** for the Sport and Serenity themes, a painter who has been setting up international, regional and national exhibitions through the WHO and the UN for several years now, in different countries (Switzerland, France, Morocco, Peru, United States , etc.) whose themes are related to access to health and care for all, the rights and health of children, women, etc.
- **Aurélien ROMIEU** for the solidarity theme, a photographer immortalising to perfection the movements of our society through each of us, our shadows, our light.
- **Grégory MOJON** for Vitality theme, a traveler, globetrotter who captures the beauty of this world, these magical moments, its poetry...
- **Daniel DI GHIANDA** for Nutrition theme, a painter with a thousand shades, a thousand flavours. It is through symbolism and the perfection of detail that he paints and depicts our society, its excesses, its confinements..
- **Allan TIBI** a musician, composer, "harmonizer" of the sounds of the universes he crosses and in which he meets us at the turn of a range.
- **Karine SCHAUB** as writer who expresses words through her pen and who opens us to a look at ourselves and our environment to cover all themes.

The **Catherine Sertin International School of Aesthetics in Paris**, in partnership with **the Ereel Endowment Fund** will offer care sessions for nurses, so that aestheticians can be the 2nd line of responders pampering the first line of responders during this Worldwide pandemic...



# LET'S DEMOCRATIZE WELLNESS

The big neWWWs for 2020 #Wellness**For**All, and #Wellness**By**All. The democratization of wellness.

This year, given the very fluctuating regulations from one country, or county, to another, and the limited number of people who can meet in a closed place or in an outdoor public space, our 60 Ambassadors and Coordinators encourage the public to register online to say where they will practice their favorite activity on Sept 19-20 (a contemplative city hike in a historic center, a yoga session in a public park, a guided relaxation on a beach, a 3-kilometer run, a bike ride along a scenic route...).

They will also indicate the time at which they will practice so that friends, family, colleagues or locals can join them to stand 6 feet apart, wearing a mask to practice together.

## SOCIAL WELLNESS

We wish to replace the notion of "social distancing" by "social wellness" between people (friends or strangers) who wish to practice together with a respectful "physical distance". Wellness creates togetherness, even 6-feet apart.





# INSPIRING & EMPOWERING THE WORLD WITH WELLNESS AND HEALING

No one really knows when a vaccine will be available to the greatest number and whether antibodies will last a lifetime, or just a few months. Waiting for a vaccine is not a sustainable way-of-life... Wellness is the way. The most pro-active and constructive approach is to encourage everyone to be the craftsman of their own well-being and to become an example that can inspire & empower friends or colleagues as #WellnessBuddies.

Wellness could be an antidote to cope with sleep and mental disorders (anxiety, depression, burn out) and chronic diseases which kill 32 million people each year according to World Health Organisation (heart disease, respiratory disease, cancer, stroke, type II diabetes). That means that in 2019 a person died prematurely every 0.9 seconds (source WHO).

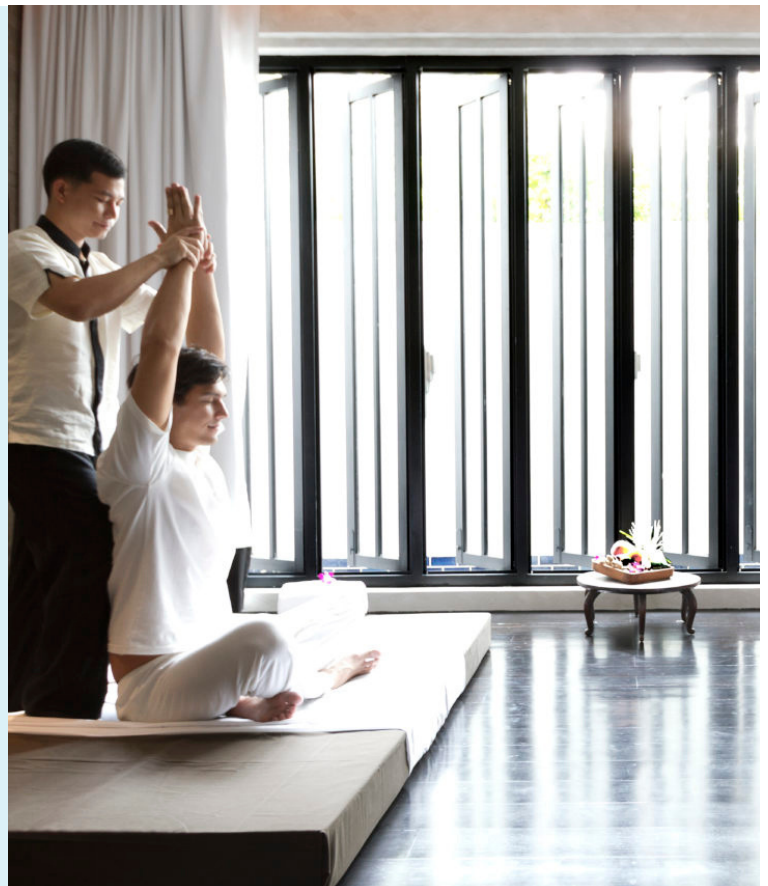
Confinement, anxiety and fear weakens the human body. Let's choose to strengthen our immune systems, flush toxins out, boost our vitality, intensify our serenity and further develop our sense of solidarity. We are all in this together and there is much we can do proactively to maintain good health. Be part of the wellness initiative and join us for the fun and excitement of World Wellness Weekend.

*"Healing Hotels of the World is in full support of World Wellness Weekend and any authentic and truthful activity that unites people from all cultures. The new Coronavirus is asking us to find a new way of collaboration, with the virus itself and also among one another. We need to dig deeper into our souls and create life circumstances that are nurtured by our deep inner wisdom."*

*The era of ego-driven decisions be it in social or professional life, is coming to an end. We go from the logic of the mind to the huge wisdom of the heart. Mindful of our inner truth... self-healing, humbleness, honesty, kindness, positivity, openness, flexibility, trust... these are the values we shall each re-learn and live out... not just on 19-20 September, but throughout our lives!"*

**Anne Biging**

**CEO & Founder Healing Hotels of the World**



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**WorldWellnessWeekend**

# 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



**Laurent Dupont**  
Ambassador PANAMA



**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



**Christophe Andanson**  
Ambassador for Fitness FRANCE



**Mina MUKOVIC**  
Administrative &  
Event Coordinator



# CITY AMBASSADORS



*Alexis FORÊT*  
Ambassador  
AGEN (FRANCE)



*Gabriela GERGIC*  
Ambassador  
BUENOS AIRES  
(ARGENTINA)



*Luis Ramirez*  
Ambassador  
CANCUN (MEXICO)



*Taryn LILEY*  
Ambassador Captetown  
(SOUTH AFRICA)



*CAROL PHILLIPS*  
Ambassador  
CARLSBAD 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)



*John T. G. Nielsen*  
Ambassador BALI  
(INDONESIA)



*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)



*Alejandro Leo*  
Ambassador  
TULUM (MEXICO)



*Hernan Sosa Garcia*  
Ambassador  
BARCELONA (SPAIN)



*Veronica Napuri*  
Ambassador  
LIMA (PERU)



*Flavio Acuña*  
Ambassador  
PUNTA CANA  
(DOMINICAN REPUBLIC)

# 60+ ORGANIZATIONS ARE SPREADING THE WORD



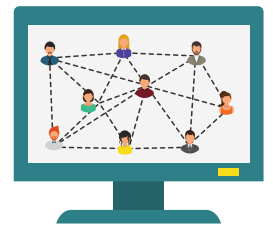


## ONLINE EVENTS

Due to the COVID-19 pandemic the world is facing, and the restrictions put in place in diverse countries, venues sometimes had to find another way to showcase their expertise ! This year, World Wellness Weekend will also take place ON LINE so that everyone can have access from home to wellness.



- **Isabelle Wachsmuth's** Art exhibition, mentioned above, with artists from around the world who will encourage the general public to express themselves (painting, drawing, poetry, music) to illustrate the Pillars of Well-being (Sport, Nutrition, Vitality, Serenity, Solidarity) will be available online.
- Brasil proposes as well several online activities such as the plantation of fruit trees by the "**Americo Machado Municipal School**", with advises and guidance from agronomist ; a "Fold for Well-Being" event, organized by the Social Worker and Art Educator Mrs. Rosemary Ramos with the participation of one of the egress from the Betin-MG jail that has participated in her **Mãos Pela Paz project**, education through the art "**Hands For Peace**". The **Plantio Brasil** project mentioned above, to which you will have access from wherever you are in the world is as well an online event. The event name "The Role of The Ecovillas in the Planetary Transition", organized by Pedro Zajdenwerg Guimaraes, at Sêrro is a LIVE event sharing how Ecovila Ayrumã works, decision making, social technologies used, group life and connection with the land and the possibility to create autonomy in relation to the current system and search for new paradigms in the relationship with the planet. The live session will also talk about social interaction with the surrounding community and the projects carried out.
- Malaysia will be very active through social media, thanks to the participation of our Country Ambassador **Datin Jeanette Tambakau!** The Association of Malaysian Spas (**AMSPA**), with the support of **Tourism Malaysia**, takes a new twist and adopts the virtual space! AMSPA will be offering for the first time a Professional Urutan Malaysia certification through online learning to introduce this signature massage to the global wellness community. AMSPA aims to further improve the quality of the wellness industry through a Spa Management course. AMSPA has also published videos highlighting the local traditional treatments such as the Signature Urutan Malaysia, Ayurveda, Dusun Inan and Malaysian Post-natal. Not to forget the variety of wellness options through alternative therapies, a series of live streaming will be showcasing Guasa, Nutrition, Yoga, Aromatherapy and even Psychology. **Alqvimia** will host an aromatherapy and well-being session on September 19th.



- **Sattva Nation**, in India will plan two days of Instagram lives based on Mental and Physical Wellness. On the 19th there will be a motivational speaker, a psychiatrist, a spiritual guru, a life coach, and a mental wellness expert. On the 20th, the topics to be covered will be yoga, makeup & beauty, styling & image consulting, personality development.
- **Gérard Spencer**, talented musician based in Brussels, will post online a mindful Yoga session with his Handpan on Saturday 19, and will deliver an online Recital with the mesmerizing melody of the Handpan on Sunday 20 Sept.
- In Australia, **Katie de Araujo** and **Cecilia brings** will help you create a Beautiful and Sacred Space In Your Home. Experience an interactive session and inspiring take on how we can re-set our homes and our world, starting by our humble kitchen sink. **Katie Lowndes** will host a live session to understand stress, the effect of it on the body and mind and how to handle the symptoms and understand its cause.
- You may also motivate yourself with an online TRX session in direct from Mexico, an aerial yoga class in **Anantara Veli Resort** and many other yoga tutorials that will be made virtual
- In South Africa, **Cape Grace Hotel** will be partnering with **Foreverstrong Transformation Studio** and hosting a Metabolic Burn Fitness Workout session, broadcasted on Saturday 19th September.
- **Carla Mariel Vara** is organizing a full online program with IGTV series on the first day (5 chapters covering the 5 pillars of wellness), and live Instagram stories on the second day about overcoming fears and batch cooking. The program includes as well live classes of Functional Training, Endorphins Activation and Zumba.
- **WeAreFitness**, a website with more than 130 fitness tutorial videos, are participating by giving access to the website to everyone during the weekend. Benefit from the expertise of 27 coaches !
- You will find several conferences and discussion about wellness and its pillars from the Caribbean for example, but also massage tutorials from Canada or Netherlands, meditation class from the Naples (USA), Gong Sonotherapy from Mexico, as well as a conference combining sustainability and wellness from Belgium.





# 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 19 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 of **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). We also thank **Green Circle Salons** for their support, they will be promoting the event around their 3000 salons. Several other activities are proposed in Canada, such as a relaxing back reflexology at Health and Beauty Kamloops, and energetic exercises,



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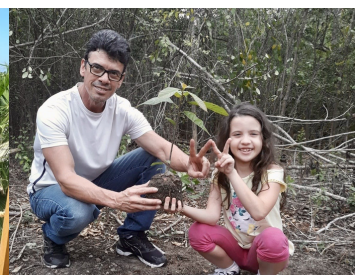
**WorldWellnessWeekend**

# LATIN AMERICA – CARIBBEAN

## BRASIL

The outstanding efforts of **Dianna Ruas** – WWW Country Ambassador and **Antonio Carlos Ruas** – WWW Ambassador in Nanuque, led BRASIL to be the most active country among all 108 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 plant more than 600,000 trees in memory of victims of COVID19. Kickoff on September 1st.
- Brazilian **Citizenship Councils** promote health and wellness to citizens living abroad. The **Conselho de Cidadania Brasileira na Grécia**, Athens has already webinars on the 5 Pillar of Wellness. The **CRBE** "Representative Council of Brazilians Abroad" coordinating and support events around the globe for the Brazilian community on psychology, nutrition with the best wellness professional.
- We are very pleased of the collaboration between Mr. Alexander Assunção president of CRAEMG for coordinating the events with **CRAEMG** Conselho Regional de Autorregulamentação da Acupuntura do Estado de Minas Gerais, **IPGU** Instituto de Pós-Graduação, **SBA** Sociedade Brasileira de Acupuntura, **FENAB** Federação dos Acupunturistas do Brasil, Brazilian Association of **Lian Gong** in 18 Therapies, have all confirmed massive participation with the best wellness professional. Associação Brasileira de Estetica, Associação Pro Culture e Turismo de Santa Cruz de Cabralia, Associação Metareila, **Aranha Adventure** and **Coya Wellness** have also confirmed massive participation.
- The Great Chief **Almir Surui** has confirmed that the SURUI School for children Tancredo Neves and the University Paiter a Soeitxawe will participate.
- The city of **Nanuque** brings together the municipal schools with massive Planting Tress action, artists with Musicals, **Pets Spa**, Capoeira, **Hippotherapy**...
- **Antonio Carlos Aranha Ruas** and the students of **Américo Machado Municipal School** will plant fruit trees and organic vegetables to help produce food for the poorest communities, where a huge unemployment rate prevails as consequence of the pandemic in the world.
- **Coya Wellness** coordinates sustainable activities with the Natives Tribes, wellness communities programs, will be offering forest bath, capoeira, sailing therapy, crystal-therapy, musicals, nutrition classes, plogging, meditation and psychology.
- The event **"Save the River Jequitinhonha"** will be organizing Bike Runners competition and promoting the Eco Tourism. Supported by the Jacinto MG mayor, local artists organizing musical and poetry videos for sharing on September 20th.
- The event Art Therapy named **"Self-Transformation Mandalas"** by plastic artist Evelyn Zajdenwerg, is a process that dialogues conscious and unconscious aspects through symbols. The therapist works with several languages such as drawing, painting, meditation, theater, modeling, and others.
- Please of the collaboration between Social Worker and Art Educator **Mrs. Rosemary Ramos** who will organize **"Fold for Well-Being"** webinars for education through the art "Hands For Peace" supported by the **Secretary of Justice and Social Defense and the Secretary of Culture of Minas Gerais State**, the videos will be shared on September 20th across the state. She will also organizing event with children in honor the Health Professional #WellnessForNurses #WellnessForDoctors.





# CAYMAN ISLAND

**CIDESCO School** in the Cayman Island will be promoting wellness throughout pregnancy class, massages and products focusing on wellness, yoga on a 7-mile beach, to focus on the importance of the mind and body, along with fresh smoothies on the beach.

# ARGENTINA

A massive thank you to **Eduardo Finci** WWW Country Ambassador and **Gabriela Cergic** WWW Buenos Aires Ambassador that organized activities mainly focusing on relaxation, motivation and beauty care, and especially an online wellness zoom conference.



Mtro. Bernardo Cuello Riestra  
Director General



Cancún, Quintana Roo September 3rd, 2020.

Jean-Guy de Gabriac - World Wellness Weekend Founder  
Alejandro Leo - Head of Wellness Latinoamérica for Habitas Hotels, World Wellness Weekend Ambassador and Wellness Consultant.

The Institute for Development and Financing for the State of Quintana Roo (IDEFIN), promotes the State of Quintana Roo as an investment destination with the attraction of public and private capital, as well as providing personalized attention to investors and businesses. Our objective is to develop strategies that help the economic diversification of the State.

In accordance with the above, we see a positive economic and social impact for the State through the World Wellness Weekend initiative to be celebrated on September 19 and 20, 2020.

Serve as the conduit to show you that you will be able to find in our Institute all the facilities and support that to the extent of our faculties we can provide, in order to generate the conditions that allow new projects in Wellness Tourism that contribute to the economic development of Quintana Roo.

  
Yours sincerely,



Oficinas Cancún  
Av. Bonampak lote 73-01, Mz. 10, Sima 3,  
Torre B, Oficina 201, Edificio Global Cancún,  
C.P. 77500 Cancún, Quintana Roo, Tel. 9981 898 24 27

Oficinas Chetumal  
Calle 22 de Enero 162, entre calles 16 de Septiembre,  
Colonia Puerto Elan Calle  
C.P. 77090 Chetumal, Quintana Roo, Tel. (983) 833 4583

# 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**.

The State of **Quintana Roo** (famous Riviera Maya in MEXICO) is fully on-board to celebrate WWW including a Yoga session in Temple of Tulum!

Hotels, such as the **Chablé Yucatan** or the **Garza Blanca Resort & Spa** have settled a full program for the weekend. Studios, spas, holistic centers and other establishments have as well organized original activities in Mexico, Cancun, Merida and Santa María Huatulco.... Get ready for various types of yoga sessions, a "bike-blending" championship, plant-based workshops, or a spinning class with a view on the sea at the **Hilton Los Cabos Beach & Golf Resort**.

# COSTA RICA

Costa Rica being an example in the world in terms of sustainability, we are glad to count this country amongst our participants with venues such as:

- **The Retreat Costa Rica**, that will offer a culinary class with a celebrity Chef teaching wellness seekers an anti-inflammatory dish from the resort's menu. Learn how delicious healthy can taste !
- **Elisafunctionalfit**, organizing a Functional Fitness class with the goal to improve your equilibrium, strength and flexibility.
- You may as well participate to a Barre class, a combination of pilates, yoga and dance at **Lotto- Yoga & Barre**,

## DOMINICAN REPUBLIC



Our WWW Ambassadors in Punta Cana, Dominican Republic, **Reyes Guzman** and **Flavio Acuña** are helping with the coordination of the activities .

- **Meliá Punta Cana Beach**, a Wellness Inclusive Resort for Adults Only in Punta Cana Dominican Republic is coordinating wellness activities to be hosted at **Cocotal Golf & Country Club** such as: Running (5K), Paddle Tournament, Biking-Golf Clinic, HIIT (High Intensive Interval Training) . Meliá Punta Cana Beach will be participating along with its sister properties Meliá Caribe Beach, Paradisus Palma Real, The Grand Reserve at Paradisus Palma Real & Paradisus Punta Cana.
- **Spa Natural Center** in Dominican Republic will organize Yoga in the botanical garden, as well as Martial Arts class (near an amazing golf club), Healthy Eating, Wood Therapy Massage at sunset and an introduction to the Tibetan Massage. You might as well enjoy other activities such as a healthy eating workshop with the nutritionist Deborah Teran, a Zumba class in front of the Caribbean Sea with Professor Marlon Brito, or a foot reflexology massage with Dr Flavio Acuna.
- **Six Senses Spa Puntacana and Balioteo** participate as well by offering a Bailoteo class. Get your groove on with this special dancing workout. Latin rhythm and moves that will get your body pumping! You may as well participate to a HIIT class to work out while having fun
- **Bike Zone** in Punta Cana, will organize a Bike Riding activity for those who love biking.
- **Eden Roc Cap Cana**, in Punta Cana will organize a Yoga Class session on the beach at sunset.
- **Yosai Crossfit** –Punta Cana, will organize an activity based on functional exercises, according to Crossfit methodology. It will consist of several stations in which participants will make circuits that will include weights, dumbbells, Olympic bars, sofas, boxes, among others, accompanied by swimming and running.

## CHILE

We are glad to introduce you to our new Santiago de Chile Ambassador, **Jessica Heredia**, that for her first year among WWW was challenged with a worldwide pandemic, and managed to persuade Wellness boutiques, nutrition, psychology and physiotherapy clinics , sports establishments and studios in Santiago de Chile to join the movement and propose outdoor activities, conferences, tutorials, martial arts classes and other original events to discover ...

## ECUADOR

Several venues in Ecuador will participate to the World Wellness Weekend to bring more wellness into the country: Practice Facial Yoga at **Body Look**, benefit from a Chair Massage at the **Alanis Centro Estetico y Masajes**, or participate with your special person to a massage workshop and learn simple techniques at **Siluet Derm Spa**. You may also visit **Ñusta Yaku** to access a relaxing foam bath, and benefit from an aromatherapy, a soundtherapy, massages, cleansing and more !

**Sándalo Centro** has representatives in 6 cities in the country working together on the dissemination of the WWW and the planning of related activities.



# EUROPE

## FRANCE

Our WWW Ambassadors in France have done an amazing job ! **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 and **Stéphane Huin** - WWW Ambassador in Auvergne.

- Live life "in bathrobe"! For the 4th year in a row a the French "**Bathrobe Addicts**" bring their humour with activities that are off-beat in their theme and in time. The 5 pillars of wellness will be promoted in the 18 spas of the Massif central. Practive Vitality & Movement with Fitness, Stretching, Pilates... in bathrobe! Yoga Nidra or Qi Qong in thermal pool. Zipline descent in bathrobe! Climbing, Hiking, paddle riding, aqua bike... You may as well enjoy Nutrition & Nourishment with cooking class with a dietician, chocolate meditation at a master chocolatier and advice to pamper your microbiota. For the relax individuals who want to focus on Serenity & Mindfulness and Sleep & Restoration, they may choose improvisation workshops, laughter yoga, Sophrology, Sonology, meditative walks, diverse massages, sound nap in a park.... As for Purpose & Solidarity, a wellness event will be organised for the league against cancer.
- **BE FIT** at Aix-les-Bains offers for 2 days, many free courses accessible to all supervised by professionals: Fitness, Yoga, Healthy Cooking, Paddle and Yoga Paddle, Meditation, Qi Gong, Active Walking and Nordic Walking, Elliptical Bike. Sponsor of the 2020 edition, Marine Lorphelin, future general practitioner, former Miss France 2013 and first Dauphine de Miss World is today among the greatest influencers «sport & well.being».
- The **City of Marseille** brings together many professionals to help you experience well-being: Urban Hike; workshops by Ió's, Facial or Auricular Reflexology by Sport & Wellness, diverse massages at **SOFITEL Marseille Vieux Port**, aromatic discovery with regional herbal tea...
- **Planet Fitness Group** (in Aix-en-Provence), and **Les Mills** encourage fitness clubs to open their doors and offer free classes: Body Pump, Body Attack and Sh'bam (dance)... The dynamic participation of fitness clubs in France with the World Wellness Weekend, echoes "World United", the global event of Les Mills that mobilizes thousands of clubs worldwide.
- The **Catherine Sertin Private School of Aesthetics**, also in partnership with the **Ereel Endowment Fund**, will pay tribute to the caregivers, thank them for their work and determination during this global pandemic through various workshops of relaxation and beauty of hands or face.
- The Beauty Embassy of **Biologique Recherche** opens its doors at 32 Champs Elysées for you to benefit from a skin diagnosis, advice and gestures that improve confidence and self-esteem on a daily basis.
- **ALTEARAH Bio** has launched an initiative across all of its Spa & Institute partners to host free, informative, fun, concept "ateliers" / workshops based on olfactory and aromatherapy sensorial journeys towards deeper inner relaxation and radiant beauty.
- **Ahmisa Spa** will propose in five french cities (Briançon, Montpellier, Carcassonne, Mulhouse and Belfort) a weekend combining an "Afterwork with friends" and a "Couple relaxation".



## ITALY



**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.

- This year, there will be a **Wellness street in Forlì** with local Association and City Hall ! Foretast of the program: arts, nutrition workshops, cooking, and advices from psychologists to improve your sleep.
- World Wellness Weekend is as well partnering with **Wanderlust** ! During the two days of the weekend, in Milan, from 7:30 am to 4:30 pm, a full schedule is ready for you to take good care of your body! Triathlon, Yoga in all its forms (aerial, acro, surfset...), Meditation... There is an activity for every taste! A true festival... of Wellness! Any better idea on how to say goodbye to summer?
- The project "**InEvoSpaNaturaleSardegna**" in Sardinia, on 19/20 September is an event completely immersed in nature. The ancient medieval village of Lollove, a small hamlet of Nuoro, will frame the event. 8 hours of free activities will be offered in different holistic disciplines: Federica Sale's Yoga Nidra, Sara Serena Melis' Emotional Dance Workshop, Luca Mori's Hatha Yoga and Margherita Puxeddu's Bowen treatment. Some activities will take place in Roberto Chessa's house museum and the healthy and traditional cuisine with elements of alkaline diet and comfort food will be curated by Lollovers di Simone Ciferni. The touch of Contemporary Art this year will be curated by Spazio Ilisso, a prestigious museum in Nuoro and the collaboration with the Grand Hotel Terme di Fordongianus continues with a voucher for the Spa Day.
- We are as well very pleased of the collaboration between **Canyon Park and Spa Advisor** who will organize THE yoga session in an amazing natural environment offering a view and sounds enriching the experience.
- Negotiation with San Marino Government to become a wellness country and organize an event to promote that.
- The new **Bbspa Ateliers**, to present itself to the public as a place where you can find all the advice and assistance to create your own SPA, private or public, will seize the opportunity of the World Wellness Week-end to organize Open Doors days during which the bbspa team and trainers will present demonstrations of massages, treatments and innovative wellness activities such as the Yooma Musical massage and the Aquamotus water massage and the meditation on the water with Zerobody! Technologies and manual skills to discover and try with the best wellness professionals.
- **Preidlhof Transformational Wellness** will be offering, with a certified guide, a forest bathing experience around the property. A mindful eating exercise, kneipp therapy and meditation will be included in the 2 hours experience

## NORWAY

A If you are in Norway the 19th and 20th September, you have the possibility to participate to a mindful Viking Badsu, a 1 Hour of deep mindful contrast therapy with whisks and herbs from the Larvik forest and Viking baths in the cold salty waves from the North sea at **Farris Bad**, one of our wellness Champions. You may assist to a massage workshop in duo at the **Norwegian Massage Association**. **Aveda massage clinic** will propose Couples Yoga, facial massage workshop and Wing Tsun in Sakskøbing and Nakskov.



## 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 Spa** is participating in Crete, and offering Face Yoga and Uplifting Facial with spoons. Stimulate and rejuvenate your face muscles with an ancient yoga technique and the use of spoons. A fascinating and fun activity! As a World Champion of IMA 2018, **Konstantina Makri** will give a presentation on the beach, as well as a short yoga class outdoor !

**Euphoria Retreat**, one of our Wellness Champions, will organize a 6 Km hike at the Sotiras Chapel, combining culture and nature. **Soul Tailor** is as well one of our Wellness Champion and participate this year, offering a stretching and functional training session.

## NETHERLANDS

**Christina Soemarnie Blei-Amatdoelrasit**, WWW Ambassador will celebrate the 10th jubileum of SoeReiMas Courses & Coaching, Reiki & Massage in Traditional Massage, inviting 40 SoeReiMas Bamboo Massage Spacialists from all the 12 provinces of the Netherlands to perform a one hour of the SoeReiMas BambooSage on 10 Bamboo Table & 10 Bamboo ChairMassage. On Sunday 20 September: one hour Dans4Fun, one hour Meditation reconnect your "Kracht van Zacht" and Warung Irsjaad SoulFood Expression. The celebration will be live streamed. A special announcement will be broadcast on the local Radio Lelystad "Luid(t) je Weekend in!" and spreading a podcast telling about WWW, how to participate now and all the years to come! Let's be WWWell.

## UNITED KINGDOM

- Enjoy a Guided Meditation and Chakra Balancing session at **Espa Life at Corinthia** on Saturday 19th September, from 9:30am to 10:30am. Singing bowls, tingsa and gongs bring deep sense of calmness to the body and mind while the guided meditation takes the whole being on a journey to positivity, lightness, and relaxation
- Participate to a Mindful Walking through trees and tracks, listening to birdsong and watching the Spring season unfold at **Meadowsweet Massage Therapy**.

## MALTA

In Malta, the magnificent **Corinthia Palace** participates by offering a yoga session and a breath work , while **Apollo Spa** will guide you into wellness by offering two different tutorials: a couple massage, and a make up workshop !



## CROATIA



Our WWW Country Ambassadors in Croatia, **Snježana Ledinski** and **Kristijan Zulle** have done a great job as several hotels in the country confirmed their participation with creative activities. Let's go to Croatia to discover our inner artist in the middle of the nature with Art Association **Lika**, discover how astrology can improve your well-being with **Senses Spa & AstoGastro**, or meet physiotherapists... **Trčaona** will organise running training and hiking to Sljeme. You may also participate to a face yoga workshop at **The Fit Face**. The Face Yoga Workshop was designed to introduce natural facial rejuvenation through a fun yet informative program that covers key face exercises, facial acupressure, face massage and much more. You will leave with the knowledge to begin practicing at home as well as a new understanding of ageing and what it means to be radiant and healthy. Finally, Isabella Valamar Collection Island Resort will also participate proposing a Signature therapy massage, combining Purity & Oxygen and using organic oils such as Tea-Tree & Clove oil.

## SWITZERLAND

The exhibition curated by Isabelle Wachsmuth, member of the World Health Organisation will take place in the city of **Burtigny**. The "Arts & Wellness" exhibition will then move to the **Palais des Nations Unies** in Geneva from the 19th to the 30th of October, in partnership with WWW. The **Grand Resort Ragaz** also confirmed its participation, proposing hiking to discover the beauty of nature and other outdoor wellness activities.

## PORTUGAL

In Portugal, several **Santsaga Spa** are participating in Albacora, Paço de Arcos and Sintra. Take part in a stretching session providing numerous benefits: reducing muscle tensions, relaxing the body, providing greater body awareness, preventing injuries, or participate to a Chi Kung session in a garden.

**The Spa by Corinthia Lisbon** is as well participating and organizing great activities such as a sunrise and sunset yoga or a facial peeling in partnership with Centro Médico e de Reabilitação. You will also be able to learn how to massage yourself at **Til Spa Castanheiro**, and learn Tai Chi at **Tai Chi and The Movement**.

## SWEDEN

Sweden is known for being a country innovating around wellness, and this year, it is confirmed by the numerous venues participating. **Monica Risenius** our WWW Country Ambassador allowed the World Wellness Weekend to take place under the magnificent aurora borealis.

Practice "hikefulness" in the Swedish Lapland, marvel at the lights while practicing a physical activity, or try "plogging", a wonderful way to take care of yourself and your body, as well as of the environment! Participate to an Arctic Mountain Hike at Björkliden Fjällby, to a mindful YinYoga session at Torpa Gård & Ängar. You also have the possibility to listen to a mindfulness speech, learn about how to train your dogs with mindfulness and how that can change your behavioural issues and meet up with their lovely alaskan huskies. The Trust Technique is based on the theory that deepening the bond between people and animals can transform lives of both.

## ROMANIA

The WWW Ambassador in Romania, and president of AMTC, **Iulian Motoc** will organize many great wellness activities indoor. **AMTC** will be doing different types of massages and yoga courses in Sibiu and other diverse massages (Hotstone massages, Lomi-Lomi, Deep-tissue, Relaxing and Therapeutical massages) in Brasov.



# ASIA

We are very enthusiast about the participation of **Anantara Hotels Resorts & Spas** which draw on Thailand's wellness traditions, cultural inspirations and therapeutic ingredients to offer unique signature travel. To mark this year's World Wellness Weekend, as many as 18 Anantara hotels and resorts in 11 different countries will host a series of wellness activities. ! You may want to travel to:

- **Thailand** to do some FloatFit (a combination of floating yoga and HIIT exercise),
- **Indonesia** to practice meditation on a cliff, facing the Indian Ocean
- **Sri Lanka** to meditate with a boudhist monk
- **China** to clean up the beach and make our environment a better place to live

We are as well glad to confirm that the **Six Senses Spas** will participate again to the initiative. Apart from their Spa in Greece, mentioned above, their participation will also include: **Thailand** with Six Senses Yao Noi organizing a mediation on Kayak and a Coconut oil Making workshop, Bali in **Indonesia** with activities to be confirmed, Con Dao in **Vietnam**, if the Pandemic restrictions allow the Spa to participate, as well as other areas outside of Asia such as Fiji Islands and Istanbul.

Last but not least, some iconic **Four Seasons** properties confirmed their participation to the World Wellness Weekend, in **Maldives**, **Bali**, **Beijing**, **Hangzhou** and **Bangkok**. Their program will soon be revealed !

## MALAYSIA

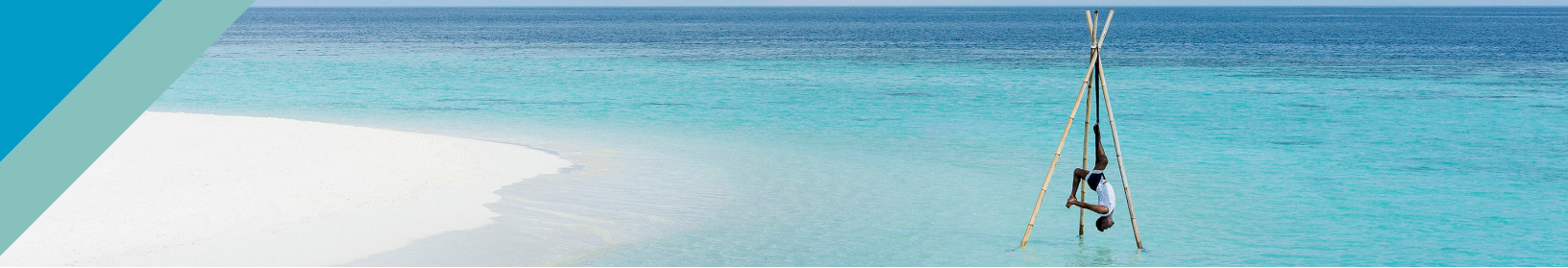
**Datin Jeanette Tambakau** , WWW Country Ambassador has done an amazing job!

- **Tourism Malaysia & AMPSA** will promote Wellness from September until November (one Weekend of Wellness is NOT enough).
- Malaysia counts many participants this year. Most of them are organizing online events, previously mentioned, because of the worldwide pandemic.
- For the non adepts to online activities you will be able to participate to: a "Meet and mingle session", yoga and swimming classes at Traquility Spa & Wellness ; a health talk for chronic pain, a vegetarian cooking class, and workshop massage for pre and post pregnancy at Neobayu Soul of Borneo ; a Pole Dance workshop at Pole Oasis or even a Facial Guasa Worshop by **Jari Jari Spa**, one of our amazing Wellness Champions.

## THAILAND

Aside from **Anantara Hotels Resorts & Spas**, **Six Senses Spas** and **Four Seasons** mentioned above, other wonderful venues are participating such as the **Quan Spa at Bangkok Marriott Marquis Queen's Park**, organizing a BodyBalance session and a meditation with singing bowls, or the **Quan Spa at Renaissance Phuket Resort & Spa**, doing a DIY scrub workshop.





## MALDIVES ISLANDS

A big thank you to **Kerensa Langitan** that made the Lux Collective a participant with several of their properties.

- **The LUX\* South Ari Atoll Maldives** will be organizing an Island Run with team members and guests and a healthy dinner for their team members. You will also be able to enrich your day with specialized meditation class and wrap your experience with healthy and refreshing smoothies and nutrition advises. The hotel will also have a tree planting activity. A greener space provides us a mindset of tranquility and well-being.
- **The LUX\*North Male Atoll** will propose a Functional Weight Lose Training, Yoga Pranayama (focusing on breathing) and a Tibetan Vibration Sound Healing to their guest. For their team members, they will be organizing a Cardio Class, a Quiz Night and an Island Cleaning.

## INDIA

Our two WWW Ambassadors in India, **Rekha Chaudhari**, **Reena Sheth**, and **Sushhmita Sarangi**, General Manager -JIVA have confirmed the participation of plenty of venues across the country. India will showcase "WoW - Wonders of Wellness" from Ayurveda with the outstanding participation of **TAJ Hotels**, **ZEP Foundation India**, **Sattva Nation**...

- **The Taj Group of Hotels** have confirmed 50+ Jiva Spas participating, to join in and spread the message of wellness and well-being to guests, associates and the community at large. They will showcase the vital role of Indian wellness through a 6 - part series InstaLive sessions based on the principals of Ayurveda & Yoga, from their Iconic Hotels & Resorts. For a more immersive experience, try out the Taj Wellness Retreats, a soulful journey crafted for holistic rejuvenation.
- **ZEP Foundation India**, an NGO for the uplifting of rural youth and women of India run by Dr. Rekha Chaudhari, is preparing for the event by planning a number of yoga and meditation activities to give its members an insight into the importance of a healthy mind in a healthy body.
- Director Aditi from **St. Regis Hotel** will be providing consultations to her clients on building a balanced and healthy lifestyle.
- **Sattva Nation** – Biggest holistic wellness festival for women, will be organizing a huge awareness drive to create awareness about wellness. It has got in touch with many "Mental Wellness" & "Physical Wellness" influencers and who are enthusiastically looking forward to joining this event. During discussion with Ms. Preeti Singh – founder of Sattva Nation, she said: *"World Wellness Weekend is the need of the hour during Covid19 time where many influencers and wellness personalities will share their knowledge to empower millions of people across the globe. We shall celebrate one day as "Mental Wellness festival" and another day as "Physical Wellness festival". We are very excited to be associated with Ms. Rekha Chaudhari and World Wellness Weekend and will make encourage more and more people to join us on our social media pages."*





- **Vanisri Joshi, IVY Esthetic, Hyderabad** will be conducting a seminar on eye protection, a unique program to show people the importance and the right procedures for eye care. With people getting confined the use of laptops and phones increases and there has been a spike in eyesight problems.
- Radha metta from **Institute Ibhs** -institute of beauty and hair sciences kakinada Hyadraba will be organizing a wellbeing awareness program
- Payal Pokarna founder of **SocialDotcom**, a Business Promoter & PR specialist will be organizing online zoom interviews with business icons.
- Leena Khandekar founder and Director of **Lee's International Beauty and Spa** will be organizing zoom meet with prominent personalities from puna about self-healing awareness.
- **Namrata Thakker** will be organizing an event for her organization where she has more then 4,000 business women and above 8000 followers.
- Oneline wellness **pvt.ltd** will be organizing an awareness emailers campaign for the company database above 15 k for well-being lifestyle
- Aarti Narang, **Brand My Style** owner will be creating a campaign for yoga
- Other participants are offering you the possibility to experience, such as **The Healing Power** with a session on Energy Healing, which includes Cleansing of the aura and chakra of the person.
- **Aparna Shah Bhwana** Fort owner & Fort Car dealers from Navi Mumbai will be organizing a meditation session for her 900 employees.
- **Jareena** from Hyderabad will be launching an inspirational book which is to inspired women's health.
- **Kalyani Umrao** Owner of impression Hair And Beauty Clinic. Principal & Impression International Academy from Puna will be educating her large numbers of students on healthy food habits and nutrition.
- **Bhakti spake International School of Aesthetics and Spa** will be organizing online events to educate her clients and students for Yoga.

With more and more people tracing their steps back to a balanced lifestyle, especially as Covid-19 has hit the world, their focus is shifting to the importance of physical, mental as well as spiritual wellbeing. Wellness routines and practices have proven to be useful in creating a balance in life and overcoming factors like anxiety and fear that weaken the body. The World Wellness Weekend through its collaborations with various organizations is aiming to reach out to a wider and receptive audience to make wellness a priority in everyone's life.



# AFRICA - MIDDLE EAST

## SOUTH AFRICA

South Africa and our great Country Ambassador **Taryn Lilley** are getting ready for the World Wellness Weekend!

- The SPA at the **Oyster Box** is also participating and offering a full 2-days program including complementary Hammam steam sessions, yoga class, run / walk along the promenade,
- You may as well take care of yourself and the world at the same time by participating to the “Bootcamp with a Cause” hosted by **Foreverstrong Transformation Studio**. The fun-filled session will be a Metabolic burn workout and will be guaranteed to get the blood pumping. The Bootcamp will have an optional fundraiser available to support a local charity. They will be doing a 5min AMRAP (As many rounds as possible) burpee finisher where they will donate R1 for every completed movement in the exercise to the cause.
- **Ellerman House Spa** will be hosting a session taking us on a journey of breathwork and mindfulness. Included in the line-up: a Nutritionist sharing some healthy tips and easy non-guilty snack ideas. They have some exciting surprises in store for the Children as well, so we encourage the whole family to join in the fun.
- **Capoeira Valente**, in Johannesburg will be providing an introductory class for the Brazilian Martial art known as Capoeira, combining elements of martial arts, dance, body movement and acrobatics. This discipline allows all levels of talents to participating, especially those wanting to push their boundaries or try something new that's out of their comfort zone.
- **Saxon Spa** Manager at the Saxon Hotel, Tanya Lopes, will take you through the steps of an at home massage and how to practice mindfulness in your every day life.

## 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 participated last year with the original programs this year
- 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

## TUNISIA

In Tunisia, we are glad to announce that the **Sheraton Tunis Spa** will be organizing some activities targeting the kids (swimming, fitness, kick boxing), as well as massage sessions and painting with a professional painter by the pool. **Ramada Plaza Tunis** will participate as well, organizing a Zumba class on the beach





## MAURITIUS

- **The LUX\* Grand Gaube Mauritius** will be organizing a cleaning of the environment with their team and will be planting Mangroves to protect their coast. They will also have a foot reflexology workshop. Learn how to apply the relaxation routine demonstrated and guided by a qualified Reflexologist. Discover how an ancient healing art can help you take control of your health with a customised routine using key Reflexology points to help you sleep better, feel calmer (mentally and emotionally) and enjoy your full vitality.
- **SALT of Palmar** will be organizing plenty of original activities such as a Forest Therapy to connect with your senses, a Sunset Yoga session, a Brahma Kumari Meditation, a Boxing Class by the sea, a Float Fit session to exercise while controlling your balance, a Circuit Bootcamp and an Art and Craft Workshop !

## JORDAN

We are proud to have **Gee Ann BANAYNAL** as a WWW Country Ambassador and to include the **Kempinski Hotel Aqaba** as a participant. The hotel has organized a two-days wellness program for the weekend, that includes on the first day a Fun Run around the streets of Aqaba, a Sunset Yoga session followed by a healthy minute break and giving of souvenirs. On the second day, early risers will be able to participate to another yoga session and a Zumba class.

## SUDAN

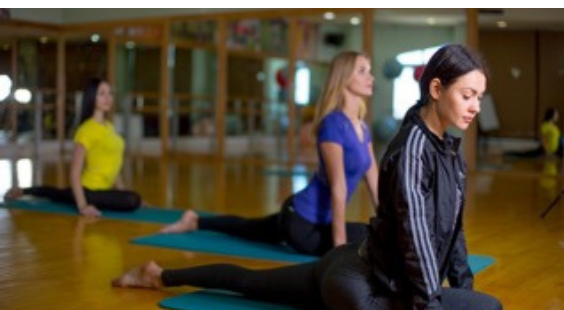
For the 4th World Wellness Weekend, the **Sabratha Health & Wellness Spa** will launch a new signature massage in order to boost your mood on September 19th! **Kandaka Salon at the Sabratha Spa & Health Club** also invites you to attend a cultural Make- Up Workshop on the 20th September. The make-up Agents will show you how to lash a perfect feminine African looks and enhance your beauty with colour swept.



## DUBAI & UAE

Our WWW Ambassadors **Vyara Tosheba** & **Feriel Bouzekrini** have elaborated a Wellness Summer plan to engage both Dubai & UAE Communities and Organizations to join the WWW Movement around 2 axis :

1. Wellness programs & Activities during Summer 2020 : **Build your Health resilience** Summer training program **Feel Well Sleep well** Summer 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.
  - **The Shangri-La** is participating and offering a variety of classes, from Afro Zumba, Morning Yoga & meditation, Aqua Aerobics, Sunset Yoga, Salsa and CombatFitness.
  - **SharjahLadies Club** is always aiming at empowering and inspiring women towards leading and integrating a comprehensive healthy lifestyle, and World Wellness Weekend 2020 is the perfect global event to be leveraged for that matter. Therefore, in this occasion, Sharjah Ladies Club is arranging a variety of activities including fitness, beauty, wellness education and more.
  - **Fitness 180° Center** aims at highlighting the significance of exercise for the mind and body through a full day of energetic classes. They will propose: Flexibility, Challenges, Pound class, Soul Ride and Boot camp.
  - **Collage Talent Center** aims at strengthening the bond between mothers and their babies while demonstrating that having fun and exercising can still be done with a baby around. In addition, the center seeks to drive teenagers towards following a path of moving and exercise especially during current times of heavily relying on digital devices. They are organizing Mother and Child Movement and a Teens Fitness Class
  - **Dalouk Wellness Spa** aims at shedding light on the importance of skin care. The spa will propose: Bubble of Purity, a lecture with Altearah's international trainer; a 60 minutes lecture with Esse's international trainer, a complimentary scalp massage or anti-aging eye massage when booking any service from Esse and 111Skin.
  - **Orchid Beauty Boutique** aims at spreading knowledge on how to achieve and maintain healthy hair and scalp. The Boutique will propose: Complimentary 60 minutes of Science of Hair & Scalp Workshop in collaboration with Kerastase trainer.
  - **Sports Complex** aims at providing the opportunity to enjoy beach and cardio activities in the warm sun rays. They will propose a Complimentary Beach entrance and a Complimentary Tennis session.





## LAST ADDITIONS SINCE SEPTEMBER 1ST

### BELGIUM

At Bel Alibi, a beauty institute, and Phyto Beauté, discover the colour that attracts you, the needs and emotions of the moment by taking part in the Altera Bio color test. Then, lie on a carpet of amethysts, carried by the essential oils of the chosen color while enjoying a massage of the scalp... Entre Ciel et Terre, usually offering trainings detoxifying cures will be offering three conferences bringing forward the relationship between wellness and sustainability, as well as serenity and mindfulness.

### BHUTAN

In Buthan, one more property of Six Senses will be offering guests Bhutanese Mantra meditation, that is a spiritual practice helping to center the mind and release stress and tensions. The use of sounds to de-stress is an easy practice to perform anywhere. The venue will also propose a class of Hatha Yoga. This session starts with visualization, followed by sound meditation, basic asanas, with chanting of the Gayathri Mantra.

### CAMBODIA

In Cambodia, Six Senses Krabey Island organized a program designed to empower ththeir local community, showing them nutrition tips through a cooking class where they will be shown how to cook their daily food in a healthier way, followed by different Wellness activities to help them improve their physical, emotional and spiritual lives. In the program: three hours combining Cooking class, food waste management and Stretching & Meditation

### HUNGARY

If you travel to Budapest the 3rd weekend of September, make sure to pass by The Aquincum Hotel Budapest for a Hatha Yoga Session to connect with your true selves, to unite with the Absolute."Ha" meaning sun in Sanskrit, and "tha" means moon. You will also be able to join the hotel's running club and go running 7 Km on the Margaret Island on both days of the weekend.

### INDONESIA

In Bali, practice meditation on a cliff, facing the Indian Ocean at Anantara Uluwatu Bali Resort or enjoy a yoga session at the Lagoon Spa at Laguna Luxury Collection Resort & Spa Nusa Dua Bali, that registered recently on the Wellness Map !



# 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**



# OFFICIAL WELLNESS SPONSORS



*"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**

## VAGHEGGI

*"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**



*"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**

## 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 to 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.

