

**PRESS RELEASE**  
**31 AUGUST 2021**

**World Wellness Weekend Announces its 5th edition taking place in September 2021  
presenting a rich programme of activities held in person and online**

**18 - 19 September 2021**

*See a world connected by wellness, from sunrise in Fiji until sunrise in Hawaii*



Celebrating its fifth edition, the World Wellness Weekend is ready to welcome wellness seekers and lovers to its dedicated global pro-bono event taking place on the 18th and 19th September. During that weekend, thousands of wellness, sports, tourism and hospitality professionals will open their doors to the public, offering free 60-minute activities, classes, workshops with the aim to connect people through wellness activities, following the local safety measures.

Since its launch in 2017, the program is active in Europe, USA, Asia and the Americas. World Wellness Week is supported by more than 60 Federations around the world, supporting its efforts for growth. Aiming to deliver top quality experiences, the World Wellness Weekend is committed to connecting communities across borders. The event takes place each autumn just before the September Equinox showcasing the expertise and passion of wellness and fitness professionals with the support and guidance of the local ambassadors, encouraging local communities to be more active, more often, with friends and family.

Despite the Covid-19 related difficulties, the World Wellness Weekend is growing steadily with more and more participants. Last year, the imposing quarantine and lockdown measures around the world created a shift in our mentalities, making us think more about our wellbeing and driving us to take action. As a result of that, last year, the World Wellness Weekend was celebrated by 1,123 venues in 543 cities in 109 countries, from Argentina to Zambia, helping people to discover more opportunities for wellness at a time of need. As of today, 1,900 venues are listed on the Wellness Map and appear in 133 countries (943 cities).

In Europe, wellness lovers can participate in the event in France, Italy, United Kingdom, Portugal, Greece, Belgium, Croatia, Netherlands, Ireland, Romania, Spain, and Norway.

What makes this global wellness event unique is the exquisite and intimate experiences developed exclusively for the event. Top European highlights this year include:

- In **France** there will be a variety of 'bathrobe'-only experiences in 18 cities in Auvergne, nordic walk and wine tasting in Alsace, and over 30 activities in the city of Niederbronn-Les-Bains. Enjoy yoga sessions with 70s music in La Grande Motte, a 'Wellness by night' event in Agen and also in Montbrun Les Bains. The city of Angoulême has produced special immersive 360 degree videos to discover its cultural and gastronomy wonders. Put on your running shoes to experiences curated outdoor activities in 15 cities with the Endonora App. Last but not least in Paris, book an advance face consultation on the Champs-Élysée at Ambassade de Beauté Biologique Recherche, while doctors and nurses will be taken care of at the Ecole Internationale d'Esthétique et de Spa Catherine Sertin.
- In **Italy**, the olympic Val di Fiemme will host a yoga festival, close 15km of road for family biking, open the Observatory and prepare wellness meals with a Michelin-star chef ; guests in Tuscany will experience sound baths and yoga on the lagoon, while in Milan there will be many fitness events including Wanderlust 108, a wellness beach in Alassio, a Wellness district in Torino, a Festival for living well in Forli and amazing activities in Sardegna and Sicily.
- In **Portugal**, 45 venues are opening their doors including: 13 Satsanga Spas and 3 Mandalay Wellness & Spas across the country hosting workshops, alongside the acclaimed Six Senses Douro Valley Spa, Corinthia Lisbon, InterContinental Lisbon, Sublime Comporta Country Retreat & Spa...
- In **Greece** there will be yoga sessions with caldera views in Santorini and sea views in Mykonos with Katikies Spa ; in Athens, St.George Lycabettus Lifestyle Hotel will organize rooftop Pilates and sunset Yoga with a view on the Acropolis ; an online guided relaxation with philosopher Alkistis Agio, outdoor events in iconic resorts such as Six Senses and Euphoria Retreat
- In the **United Kingdom** all Aqua Sana Spas (Center Parc) will participate, as well as iconic Corinthia London, Jumeirah Carlton Tower, the historic city of Bath with Thermae Bath Spa, and award-winning Galgorm resort in Ireland.
- In **Belgium**, visitors will be immersed in fitness activities at Martin's Spa, a sound journey at Spencer Handpan Academy, and thermal spa experiences at 8 beautiful Sauna and Wellness Complexes in Flanders.
- In **Norway**, thanks to the International Sauna Associations, the participants will have a plethora of opportunities to experience a Sauna session at Farris Bad, Soria Moria, Lily Country Club or Pust Tromso for a sauna & northern lights experience
- In **Netherlands**, there will be meditation workshops and self-massage techniques
- In **Croatia**, guests in Opatija will join a free Nordic walking tour along historical trails and promenades...

For more details about all the activities organized in and five continents, look at the ["Country Updates" on our MEDIA page](#)

The World Wellness Weekend is a non-profit event aligned with the United Nations SDG3 (Good Health & Well-being For All). With the belief that Social Prescribing is truly a catalyst to promote healthy lifestyle choices, the celebration connects communities and educates them on the 'Five Pillars of Wellness': better sleep to increase **creativity**, better nutrition to strengthen **immunity**, more movement to enhance **vitality**, deeper sense of mindfulness to enjoy **serenity** and a heightened sense of purpose to share more **solidarity**.

To support Covid-19 affected communities, in **France** and **Canada** there will be complimentary wellness workshops and beauty treatments for local Doctors and Nurses. This 'Care for Care-Givers' initiative was launched in February, 2020 at the UNGSII ThinkTank during the World Economic Forum in Davos. In **Croatia's** Rovin area, there will be POST-COVID-19 recovery health programs designed for people who have suffered from COVID-19, those facing great work-life challenges while working from home, and those who want to preventively strengthen their body and mind.

*"There is no nobler mission in life than to encourage each & everyone to become the best version of themselves. It is time that we learn to LIVE WELL with the current situation, and with each other"* says Jean-Guy de Gabriac, the founder of World Wellness Weekend.

## Registration Information

For Professionals:

**Sign up** on the [Wellness Map](#) (available in 16 languages) and create your page with upcoming wellness activities, classes, workshops, retreats. It will then appear on the World Wellness Map. You commit to offer one session for the weekend of September 18th or 19th. Your session can be a 60 minutes workshop in person, or a video tutorial to share their passion and healthy tips with their local community.

For the Public:

Please visit [Wellness Map](#) and click on the **Locate me!** button or type the name of a city and select the activities that you would like to join, which you could share with friends, family, and **Wellness Buddies**. You can also share your experience on social media and use the hashtags: #WorldWellnessWeekend #WellnessForAll #WellnessByAll

For press enquiries (UK & EU) please contact:

Christina Ioannou, CCComms

[christina@ccicomms.com](mailto:christina@ccicomms.com)

**LINK to HD photos:** <https://drive.google.com/drive/folders/1GAoHKqVuB08Evz3LbGO73oITrWtZylaK?usp=sharing>

**LINK to WWW LOGO:** <https://drive.google.com/drive/folders/1qs0M7PN0cTzKwk7La8PCXK4TKOWPQxO6?usp=sharing>