

FOR IMMEDIATE RELEASE : Upcoming Weekend "Literally Puts Quebec On The International Wellness Map"

( Montreal, August 20th ) Health reporters certainly have been busy this year. With near daily press conferences from politicians and public health departments alike, many would likely say most of the news has been bad. In this environment, today's announcement of Canada's participation in the 5th Annual World Wellness Weekend comes as a breath of fresh air for Canadians weary of the negativity of recent times.

On September 18th and 19th, with the rallying cry, "Let's make ENTHUSIASM contagious from sunrise in Fiji until sunset in Hawaii!," Canadian health and wellness providers are joining their counterparts in 1,620 venues in 957 cities in 133 countries from Argentina to Zambia.

As part of the highly anticipated 5th Annual World Wellness Weekend (WWW), 107 Canadian venues (with new ones expected to come on board ) will be offering locals and visitors access to unique health related experiences at no cost. They are, they say, determined to "make a world of difference, helping people to discover more opportunities for wellness at a time of need."

The global event focuses on "The Five Pillars of Wellness": Sleep & Creativity, Nutrition & Immunity, Vitality & Movement, Serenity & Mindfulness and Sense Of Purpose & Solidarity - things we can all agree we need more of in this challenging year.

Brussels based Jean-Guy de Gabriac, who has spoken about his driving mission, #WellnessForAll, at prestigious international conferences - during the World Economic Forum in Davos and at the United Nations in Geneva, is the Founder of the World Wellness Weekend. "The objective is simple," he says. "Thousands of venues open their doors and donate one hour of the time of one member of their team to organize a safe, free and fun wellness activity: a class or a workshop, in person or online, to promote healthy lifestyles. Although wellness is too often considered a luxury, with the help of over 100 volunteers who serve as World Wellness Weekend Ambassadors and Coordinators in their city, we are contributing to the 3rd Sustainable Development Goal from the UNITED NATIONS: Good Health and Wellbeing for all."

Canada has quite an impressive list of participants already. Some highlights :

- Phiane Duquet, owner of Spa Phiane and silver-medalist at the World Championships in Massage and WWW's Ambassador in Quebec received the official support of the provincial Secretaries of Health & Social Services, of Tourism and of Economic Development.

- Tourisme Gaspésie invites businesses to participate in the WWW

- Katja Prpic-Tremblay, WWW Ambassador in the Laurentides and Managing Director of MassoCie, Masso'Preneurs and BIEN Magazine is coordinating an outstanding mobilisation with the official support of Association Québécoise des Spas,

Association RITMA (Regroupement des Intervenants et Thérapeutes en Médecine Alternative et complémentaire) and AQTN (Association pour Massothérapeutes et Naturothérapeutes au Québec)

-Kathryn Gallagher, professor at Seneca college, and Chair of the Leading Spa of Canada, is fully encouraging Spas all over Canada to join this planetary movement and 9 Ontario spas are already taking part.

-Sophie Lymburner, WWW Ambassador for Montreal and for Yoga in Québec ; the founder of YogaTribes co-ordinated the participation of practitioners - Yoga sessions will be offered by Idolem Yoga Chaud and Decathlon Canada, and a well-being afternoon in collaboration with Être-Zen and Bota Bota - Spa on the water

-The international POW WOW of Wendake will take place during WWW!

From the art of Trichotherapy, energetic haircuts to facial multi-reflexology to laughter yoga - there is also something new to everyone - it's a perfect opportunity for learning and discovery. Everything from swedish massage to Thai to ancestral massage to massage for pregnant women and in the arts haven't been forgotten either - from the visual arts to comedy, WWW has got something for every taste. 33 senior residences of Groupe Maurice are in motion with Lisa McLellan's Program Tap & Clap.

Nutrition Sans Frontières will organize an international conference "end hunger". The purpose of it is to raise awareness and discuss how the daily reality of malnutrition is experienced in different countries around the world. The conference will take place virtually with presentations from various continents

A statement released from European headquarters today stated :  
"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 programme is active on 5 continents. World Wellness Weekend is supported by more than 60 professional 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."

World Wellness Weekend reached 224 million people in 98 countries back in 2019, and aims at inspiring more in 133 countries on sept 18 and 19. This 5th edition of World Wellness Weekend will be a hybrid celebration. Participants will mask, respectfully 6-feet apart (or a "hockey-stick apart"). Those staying home will have options too. They'll be able to travel the world with curated immersive 360° videos, tutorials, classes, and inspiring talks.

*"Wellness is a map telling you where you have been, where you are and where you*

*are heading. Our actions today can balance the past, enrich the present and prolong the future. It's up to us to use a map wisely, if at all..."*

(Check out the WellMap to find events near you)

In English : <https://wellmap.org>

En Francais : <https://wellmap.fr>

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