



September,
is the “new January” !

Be the Wellness Champion
of your city among
9,000 venues participating
in 160 countries

20-21-22 sept 2024

Catch media exposure
Attract new members



World Wellness Weekend is a
pro-bono event supported by
2 Health Ministers and 30 Mayors.

In 2023, 6.300 venues celebrated
WWW in 148 countries reaching
an audience of 430 million
people with 1,000 media
mentions and 10,000 posts on
social networks.

[See the video compilation.](#)



More people, more active.

Show how your club / studio
is part of the solution against
inactivity, obesity and anxiety.

Generate new membership
opportunities from 80% of the
people you are trying to reach
in your community.



Showcase your Signature classes
and must-try experiences.

Support the UNITED NATIONS'
3rd SDG “Good Health & Wellbeing
for all” with ONE free fitness class
(indoors, outdoors or online).

Offer **THREE free classes** and get
your **Wellness Champion** Badge.

“Its Wellness o'clock!

Let's make hearts beat faster!
Let's show how ESSENTIAL fitness and wellness are
for a strong, healthy and happy community!”

JEAN-GUY DE GABRIAC
Founder World Wellness Weekend

wellmap.org



Join fitness & wellness leaders. Be top of mind.

- 1 Create your free page on wellmap.org
Appear on the World Wellness Map as Wellness Champion in your community.
- 2 Attract wellness enthusiasts with ONE or THREE free classes on **20-21-22 September 2024**
- 3 Show how your team guide members with the **Five Pillars of Wellness: SLEEP & Creativity, NUTRITION & Immunity, MOVEMENT & Vitality, MINDFULNESS & Serenity, PURPOSE & Solidarity**
- 4 Showcase your immersive group Signature classes and tag us
#WorldWellnessWeekend
#wellnessweekend
#wellnessforall



APPEAR ON THE WELLNESS MAP

Within a few minutes, **create your free page** with your logo, banner, photos, and contact details on wellmap.org



ATTRACT NEW CLIENTS & MEMBERS

Organize ONE fun free group class (as an OFFICIAL PARTICIPANT) or THREE classes to become a WELLNESS CHAMPION (indoors, outdoors or online).



USE OUR GRAPHIC ELEMENTS

Find useful resources: logo, font, badges, social media posts...

➤ [SIGN UP](#)

➤ [EXAMPLES OF ACTIVITIES](#)

➤ [2024 COMMUNICATION KIT](#)



MAXIMIZE YOUR EXPOSURE

46% of fitness consumers are influenced online.

Tag us with your activities before, during and after WWW, we shall repost the best photos & videos

➤ [2024 PARTICIPATION KIT](#)



SHOW THE VALUE OF ACTIVE LIVING

Be part of the new narrative connecting movement with health & wellness.

Start a fun challenge for your members. Add up the kilometers they run or cycle. Evaluate their collective distance around the world (40.000 km / 25.000 miles).

Catch the attention of media and policy makers with your engagement & performance metrics.



BOOST CONVERSION

Promote your upcoming events, and irresistible offers on wellmap.org for people to join your club/studio with their friends.

➤ [TOP TIPS](#)