



September,
is the “new January” !

Be the Wellness Champion
of your city among
10,000 venues participating
in 160 countries

19-20-21 Sept 2025

Rise up, Stand out, Make a difference
Generate media exposure



Body Shop



Marrriott Kigali



Fitness First

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

In 2024, 9.700 venues celebrated
WWW in 155 countries
generating 34 million views with
700 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.**

“**Make Wellness your superpower!**”

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 leaders. Be top of mind for wellness.

- 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 group classes on **19-20-21 Sept 2025**
 - 3 Promote your not-to-be-missed Signature
classes, **irresistible bounce-back offers**, and
special **memberships packages**.
- Tag us**
#WorldWellnessWeekend
#wellnessweekend
#wellnessforall
- 4



APPEAR ON THE WELLNESS MAP

With 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 **become a WELLNESS CHAMPION** with **THREE** group activities (indoors, outdoors or online).



USE OUR GRAPHIC ELEMENTS

Stand out with our ready-to-use logo, font, badges, social media posts...

> [SIGN UP](#)

> [EXAMPLES OF ACTIVITIES](#)

> [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



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).



BOOST CONVERSION

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

> [PARTICIPATION KIT](#)

> [TOP TIPS](#)

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