



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

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.](#)



Marriott Kigali

**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.



Fitness First

**Showcase your Signature classes  
and must-try experiences.**

Support the UNITED NATIONS'  
3<sup>rd</sup> 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](http://wellmap.org)



## Join fitness leaders. Be top of mind for wellness.

- 1 Create your **FREE** page on [wellmap.org](https://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

- 4 **#WorldWellnessWeekend**  
**#wellnessweekend**  
**#wellnessforall**



#### APPEAR ON THE WELLNESS MAP

With a few minutes, **create your free page** with your logo, banner, photos, and contact details on [wellmap.org](https://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).

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](https://wellmap.org) for people to join your club/studio with their friends.

### > [TOP TIPS](#)

### > [PARTICIPATION KIT](#)