



Key Facts - World Wellness Weekend international non-profit association:

- ✓ supports UNITED NATIONS SDG3 "Good Health & Wellbeing for All"
- ✓ partners with [60+ professional associations & federations](#)
- ✓ received Letters of Support from 6 Governors and 40 Mayors
- ✓ garnered 39M views (800 media & 16,000+ posts in 2024)

Three BIG Wins for Spa, Wellness, Fitness professionals

01 Attract new clients

In September, people are back at work, and need to get back in shape before the change of season. It is a great time to attract new clients to make them feel & look great, and promote irresistible offers to make massage, fitness, yoga, and beauty treatment part of their regular healthy lifestyle choices.

You can simply organize ONE free, inclusive activity, like:

- **a 60-minute massage workshop** with tips to massage hands and forearms ; or shoulder and neck (people sit on chairs with their clothes on, and massage friends, partners, or other participants)
- **or a beauty bar or mask bar** to try products with special tips to address tired-looking eyes, hydration (fun photos to share on social media with mask bar)
- **or a fun face gym session** to tonify muscles
- **or a regenerative stretch, or chair yoga session** to increase range of movement
- **or a guided relaxation or sound healing session** (Sunday 21 Sept is International Day of Peace)
- **or join / organize a tree planting or cleanup** in alignment with World Cleanup Day (Sept 20 and all week-end long)

THEN, you can promote irresistible **bounce-back offers** on your FREE page wellmap.org: special offers on Gift Cards ; extra time on slow days ; refer a friend and earn points ; bundle on treatments with products included...

02 Earn recognition

Organize THREE free wellness sessions to receive your "**2025 Wellness CHAMPION**" badge and certificate.

VIDEO [Receive your Wellness Champion badge](#)

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03 Generate media exposure

Together, as a profession, let's generate media exposure to raise awareness about the many benefits of massage and regular self-care for the body, mind and mood. You can be the next headline in your city, or nationwide (ex: [American Spa](#))

Our June 2025 Press Release was [shared by 270+ news outlets in the USA](#) including Yahoo Finance, CBS FOX

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Three Useful Links

- ✓ [VIDEO TEASER](#)
- ✓ [2025 Communication Kit](#) (logo, frame, badges, social media assets...)
- ✓ Infos & Support: coordinator@weekend-wellness.com

