



## CALL TO ACTION: BATHING DESTINATION OPERATORS

Dear global hot springs and bathing community,

In this unprecedented time, a moment has come for us to stand together by celebrating our common connection to water and wellbeing. On behalf of the Global Wellness Institute's Hot Springs Initiative, FEMTEC and the Board of the Bathe the World Foundation, we invite you to join us in celebrating the annual World Bathing Day on June 22, 2020.

In 2019, 23 countries participated in this unifying global celebration. This created a reach in excess of 650,000 people through Instagram. In 2020, despite the tight timeframe and significant challenges at hand, we invite you and your team to simply do your best. Due to our approach through social media, World Bathing Day is an excellent opportunity to keep engaged with your community during this trying time.

Here's three ways you can get involved:

- (1) If your facility is open, promote the opportunity for sunrise bathing in the lead up to June 22 through social media.
- (2) On June 22, facilitate a safe sunrise bathing experience and post a photo of the actual moment on Instagram with the hashtag #worldbathingday
- (3) Contingency: If your facility is closed, invite your community to participate by following us on Instagram @worldbathingday\_ and posting their favourite bathing travel story with the #worldbathingday

To help you plan your day, we've attached a simple toolkit. For more information, you can also visit our website [here](#).

We understand that for some operators, full participation may not be possible in 2020. For those which are able, we look forward to bathing with you on June 22!

Warm regards,

Dr Marc Cohen  
[Bathe the World Foundation](#)  
Chairman

Charles Davidson  
Global Wellness Institute  
[Hot Springs Initiative](#)  
Chairman

[FEMTEC](#)  
Vice-President

