



CALL TO ACTION: WELLBEING MEDIA

Subject: Water connects us all - World Bathing Day, June 22, 2020

Dear Media 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 and the Board of the Bathe the World Foundation, we ask for your support in spreading the word about World Bathing Day 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're calling all bathing enthusiasts to stay connected. Due to our approach through social media, World Bathing Day is an excellent opportunity to stay connected through this remarkable time in history.

Here's how bathing enthusiasts can get involved this year:

- (1) If you have access to your favourite local bathing spot (hot springs, sauna, sea bath etc), make an advance booking.
- (2) On June 22, post a bathing photo on Instagram with the hashtag #worldbathing (preferably at sunrise)
- (3) If your movements are restricted, you can keep involved by posting your favourite bathing travel story on Instagram using the hashtag #worldbathing

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

We understand that for some regions, 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





Media release:

On June 22 2020, thousands of people across the planet will come together 'to celebrate water, its rituals and cultural traditions, through the act of bathing'. Bathing enthusiasts representing over 25 countries are predicted to share sunrise Instagram stories from their favourite hot springs and saunas to hammams and harbour baths, floating swimming pools and remote waterholes. We invite you to welcome your subscribers to join in the fun.

The day is designed to raise awareness about a critical health issue for our global community – one in three people on earth currently lack access to clean bathing water. "With this day of celebration comes the responsibility to raise awareness and affirm our resolve to ensure a time where bathing is possible for all", says Susie Ellis, Chair and CEO of the Global Wellness Institute (GWI). According to UNICEF, lack of access to clean bathing water is a critical health issue. There are severe consequences and implications when people have restricted access to bathing: every day around 1,000 children die from water related diseases and everyday women and girls must spend 200 million hours gathering water. To these people water represents time, education and hope.

World Bathing Day was created by the Bathe the World Foundation and supported by the GWI's Hot Springs Initiative, a global forum for hot springs owners, operators and researchers. The \$56 billion hot springs industry is leading the celebrations by hosting World Bathing Day events at bathing tourism destinations across the globe. Their guests are then encouraged to share sunrise bathing stories on Instagram with the hashtag #worldbathingday.

"Bathing is an enjoyable, peaceful, social, multicultural and multigenerational activity that spans cultures, as well as spiritual and religious traditions, and plays a critical role in maintaining human health, comfort and dignity," states Professor Marc Cohen, Chairman of the Bathe the World Foundation.

