



TOOL KIT – Bathing Enthusiasts (VIA MEDIA)

HOW TO GET INVOLVED

World Bathing Day is an amazing opportunity to celebrate our relationship with water as well as the communities, cultures and ecosystems it supports.

Here's how you 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 #worldbathingday

Stay connected:

Follow us on Instagram @worldbathingday_

Bathe with care:

Due to the COVID-19 pandemic, the Bathe the World Foundation asks all participants to follow local restrictions to ensure a safe bathing experience for everyone. For example, social distancing guidelines. Water is sacred so we also ask that all participants respect the communities, cultures and ecosystems which make their favourite bath special and unique.

ATTACHMENTS

World Bathing Day Logo – available at <https://worldbathingday.org/resources/>



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Media release: (DRAFT)

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.



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