



2019 Media Pack

WORLD BATHING DAY

22 JUNE

Media Release

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Take the waters for World Bathing Day

Bathers across more than 50 countries are set to splash on this year's June 22 World Bathing Day, sharing fun social media photos to raise awareness of water's importance to all cultures over all time.

World Bathing Day honors and celebrates the diverse rituals and traditions that go hand-in-hand with the acts of bathing, cleansing and rejuvenation, while drawing attention to the one in three people on earth who 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," according to Chair and CEO of the Global Wellness Institute (GWI) Susie Ellis.

The \$56 billion hot springs industry has come together to promote and host World Bathing Day events, encouraging bathers from over 50 countries to post photos to Instagram's @worldbathingday page with the hashtag #worldbathingday. As the June 22 sunrise spreads across hot springs around the world, bathing images will be uploaded and shared.

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 every day 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 Hot Springs Initiative, a global forum for hot springs owners, operators and researchers.

"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," said Professor Marc Cohen, Chairman of the Bathe the World Foundation.

- To participate in World Bathing Day events go to Instagram page @worldbathingday. For more details or to register your own event go to www.worldbathingday.org

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Just some of the events held by hot springs worldwide during last year's World Bathing Day:

Glen Ivy Hot Springs, USA

Glen Ivy organised a full program of wellness experiences at their spa and hot springs resort, beginning with sunrise bathing and yoga for staff.

The day continued with hot and cold bathing workshops, AquaZumba, Sudsy Mud Cleansing Experiences and finally finished at sunset in the lounge pool. The day presented many opportunities to be able to share the health benefits of bathing mineral springs.

They even took it a step further by deciding to donate \$1 from each admission to water.org (\$US1019 in total).

Glen Ivy posted images on their Instagram page @glenivy_spa using the hashtag #worldbathingday throughout the day (raising awareness 675 likes). They also broadcasted footage with Facebook Live (spreading the message with 5000 views).



worldbathingday_ • Following
Glen Ivy Hot Springs

worldbathingday_ Chilling out @glenivy_spa California after a day full of activities, from Sunrise bathing to Sudsy Mud ☀️ 🌊 @glenivy_spa #glenivyhotsprings #california #worldbathingday #chillingout #hotsprings

purpleheartgang PURPLEEEEE HEART GANG on emrrr thangggg peace and blessings !!

Meshgin Shahr, Iran

Another showcase of creativity came from @iran_hot_springs in the beautiful countryside of Iran. Ashighlar performers played traditional stringed instruments to bathers as they relaxed in geothermal mineral pools. At Valazir hot springs, traditional Persian Hamam experiences were offered as was a pottery contest which invited guests to make anything related to water. The day closed with a traditional meal cooked over hot coals.



worldbathingday_ • Following
Meshgin Shahr, Ardabil, Iran

worldbathingday_ World Bathing Day Iranian-style! Bathing while listening to the Ashighlars 🎵 🌊 @worldbathingday_iran #iran #meshginshahr #hotsprings #worldbathingday #ashighlars

xmeagan This is awesome 🌟

Peninsula Hot Springs, Australia

The day kicked off with a sunrise ritual, including a live didgeridoo performance at the Hilltop Pool. A complimentary wellness program was offered to guests from a warm water exercise class to a body clay workshop, forest bathing walk, fire and ice sauna workshop and floating sound bathing experience.

Regular content was shared through Instagram as posts but also live stories.



Wilbur Springs, USA

Wilbur Springs also came up with some innovative ways of supporting World Bathing Day. They very generously donated 10% of accommodation room revenues generated from June 1-22 as well as proceeds from selling their CD 'Water Songs' to water.org

@worldbathingday





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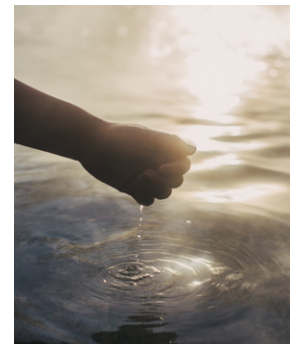
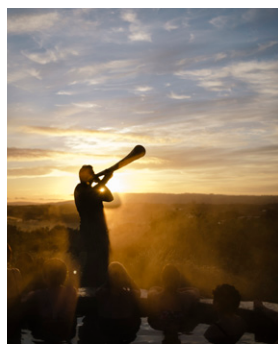
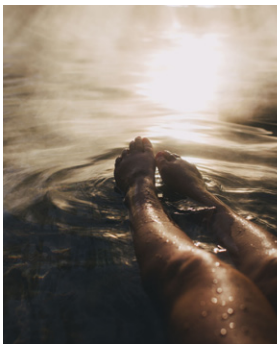
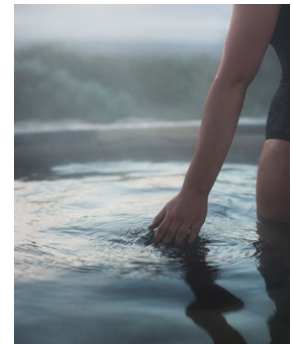
Media resources

Our World Bathing Day media resource folder includes the following:

- World Bathing Day logo: horizontal EPS
- World Bathing Day logo: horizontal PNG

Imagery

- WBD images: a selection of hi res pro prints, usage cleared, horizontal and vertical options.
- Grabs from low res social media posts during last year's event



Go to the resource folder here: www.worldbathingday.org

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