



2021 Hot Springs Industry Promotion Pack

WORLD BATHING DAY 22 JUNE

Join the Global Wellness Institute's Hot Springs Initiative in celebrating World Bathing Day on June 22, to honor and emphasise the important role of water across cultures.

Water—and the culture surrounding the practices of cleansing—is worth celebrating. World Bathing Day takes place on June 22 and does just that—it's an internationally-recognised day created by the [Bathe the World Foundation](#) and supported by the [Global Wellness Institute's Hot Springs Initiative](#) that aims to honor the diverse rituals and cultural traditions that go hand-in-hand with the acts of bathing, cleansing and rejuvenation.

Hot springs facilities all over the world can get in on the celebration and recognise the importance of water within the industry and across the globe and bring attention to the plights of communities with restricted access to water.



What is World Bathing Day?

Bathing has been practised across cultures throughout the world for all time, and has facilitated meaningful connections between the mind, body, soul, environment and community.

It is also multi-faceted: not only is bathing an enjoyable, peaceful, social, multicultural and multigenerational activity, but it is also sanitary and essential to preventing and controlling human disease. It spans cultures, spiritualities and religious traditions, while also playing a critical role within the realms of health, comfort, confidence and dignity.

According to [UNICEF](#), one third of the world's population doesn't have access to clean bathing water, which 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 them water represents time, education and hope.

In addition to honouring the act of bathing and cleansing as a celebration of water and its longstanding rituals and cultural significances, World Bathing Day also draws attention to the people who have limited access to 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.

@worldbathingday





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*Individuals, businesses and
organisations to post sunrise bathing
images of their respective locations on
Instagram @worldbathingday*

Get involved

To participate in World Bathing Day, check out the event's Instagram page, [@worldbathingday](https://www.instagram.com/worldbathingday)

On June 22, the account will share sunrise posts from hot springs around the world. To be featured, upload your favorite sunrise hot springs post and tag the event with the hashtag #worldbathingday

*Encourage your hot springs guests to post and tag both
your facility and the event page as well.*

In doing so, we will fill social media with scenes of serenity and soaking from around the world. The result will be a cascade of images from sunrise to sunset, spanning different locations, traditions and cultures.

The main goal of World Bathing Day is to show there is one unified global community connected through water that is expressed through different geothermal destinations, bathing practices, clientele, cultures and experiences. This second year of celebration aims to provide a base of experience and education for future years to come.

Sign the [Bathe The World petition](#), which asks the United Nations to officially recognise and declare World Bathing Day on June 22.

Join in the fun for World Bathing Day to share the natural connection and warmth that radiates throughout all of Mother Nature's hot springs.

Register your event here: www.worldbathingday.org

@worldbathingday





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Last year there were some great examples of other ways you or your business can get involved. Here are a few that really stood out:

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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Promotion resources

A World Bathing Day hot springs industry resource folder includes the following for your marketing team to download and get a head start on event promotion:

All posters are uploaded as in-house (5mm margins) versions and pro print (3mm bleed with trim marks) versions.
You can also print the A2 files as A3 and A4.



- A2 WBD join us poster (vertical) X2
- A2 WBD join us poster (horizontal) X2



- A2 WBD poster with logo and event space (V) X2
- A2 WBD poster with logo and event space (H) X2



- World Bathing Day logo: horizontal EPS
- World Bathing Day logo: horizontal PNG
- World Bathing Day press release (PDF)
- World Bathing Day blog content (RTF)

- WBD fonts (open source): Montserrat & Caveat



- X2 Vinyl banner templates: 6'wX2'h & 4'wX2'h



Go to the resource folder here
www.worldbathingday.org

@worldbathingday

