

SAVE THE DATE



WORLD BATHING DAY 22 JUNE 2022



Dear Bathing industry leaders,

There is no more important time than now for us to come together as a global community; To unite through our shared connection to water; To celebrate and revive our cultural traditions; and To share stories of experiencing harmony with Nature.

Join us in celebrating **World Bathing Day** on **Wednesday 22nd June, 2022**

We are delighted to share this year's theme **Healing Together**

This was voted by a small group of passionate industry advisors from Aotearoa New Zealand, Australia, China, Hungary, Iceland, Iran, Japan, UK and USA. During an online discussion we talked about the need for reconnection, reuniting and rebirth. Everyone agreed that bathing can break down barriers between people of different backgrounds, and between people and Nature, so that we can heal together.

Warmly,
World Bathing Day team

WAYS TO GET INVOLVED

- Work with your team to plan a **World Bathing Day** celebration at your facility
- Start communicating with your community about the opportunities to participate by sharing stories on social media with the hashtag **#worldbathingday**
- Explore the opportunity to engage with your local musical artists as part of the **Global Sound Bath**

STAY UP TO DATE

1. Join our **mailing list**
2. Follow us on Instagram **@worldbathingday_**
3. Spread the word with industry colleagues