



WORLD BATHING DAY
22 JUNE 2023

Reawaken Together With Water

World Bathing Day will be celebrated across the globe on Thursday June 22 with a vibrant display of events focused on water's capacity to bring us together and to stoke our deep connection to the natural world. "Reawaken" is this year's inspiring theme.

Communities all over the world are invited to honour their local bathing experiences – from wild swimming spots, urban waterways, rivers and oceans to hot springs, saunas and hamams – by sharing images of these places on social media with the hashtags **#worldbathingday** and **#reawaken**.

World Bathing Day, which occurs every year on June 22, was initiated by the global bathing community to celebrate the rituals of bathing and cleansing that have been part of human culture for aeons. It's a chance to reflect on the role of water in cultivating community and to reawaken our inherent love of nature.

A key component of World Bathing Day is the **Global Sound Bath**, which involves musical performances in local bathing spots. These performances will be shared on social media to allow people in various countries to virtually experience a diversity of musical offerings. The Global Sound Bath invites us to reconnect through our common passion for water, music, sound, rhythm and movement.

Marty Williams – Arts, Culture and Events Director at Peninsula Hot Springs – points out that music and bathing are both profound human experiences that transcend time and geography.

"The performances will be a timeless and boundless connection of musically guided components – an opportunity to come together and experience the transformational effects of music and water," he said.

For Peninsula Hot Springs co-founder Charles Davidson, World Bathing Day is a way to ensure the practice of communal bathing is not lost in the modern world.

"We've turned this ultimate connecting activity of bathing and cleansing into a solitary thing through introducing baths and showers into our houses," said Davidson.

"Communities aren't connecting the way that they once were through bathing. I know we can bring back this idea of communal sharing and togetherness, and World Bathing Day is a perfect way to spotlight this."

Thermal Bathing Industry partners from Iran, Japan, China, Iceland, Australia, New Zealand, the USA and Europe will come together to celebrate their respective global bathing cultures along with live local musical performances as part of this year's event.



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The group includes Catherine Lan from Chongqing Representative Office of the World Federation of Hydrotherapy and Climatotherapy (China), Renata Molnar from Ensana (Hungary), Jessica Meath from the US Hot Springs Association, Jesse Hensel from the Springs Resort Colorado USA, Maruyama Tomonori from Mitsui Knowledge Industry Co. (Japan), Hrólfur Karl Cela from Basalt (Iceland), Cindy Rún Xiao Li from Blue Lagoon (Iceland), Mehrnaz Salimi from Parsan Tours (Iran), and Charles Davidson and Marty Williams from Peninsula Hot Springs (Australia).

Despite speaking different languages and coming from different parts of the world, each leader shares an understanding of the healing benefits of bathing and the role of water as a timeless and vital source of health and wellbeing. They also recognise that time spent together in water allows us to relax, to recharge and to reawaken our deep connection to the planet that supports us.

All are encouraged to get involved in this year's celebration of cultural bathing practices by sharing their favourite local water rituals – whether it's weekly team sauna sessions, daily cold ocean swims with a community group or hot spring soaks with friends. World Bathing Day taps into our collective need to reconnect with each other and with nature, and the global bathing community invites everyone to participate through a bathing experience that resonates with them.

#WorldBathingDay #Reawaken #GlobalSoundBath

How to get involved

Share your local bathing place – post a photo/share a video on social media!

STEP 1: TAKE A PHOTO

On June 22 2023, we're inviting people around the Planet to post a photo on social media that celebrates their favourite local bathing place.

STEP 2: ENJOY THE GLOBAL SOUND BATH

Tune into the **Global Sound Bath** – shared across our social media channels and celebrate the many and varied musical expressions and bathing locations we love from around the globe.

#worldbathingday #reawaken #globalsoundbath