

Save
the Date
June 8, 2024



GLOBAL WELLNESS DAY®

*"One day, can change
your whole life!"*

Celebration Steps

FIRST OF ALL, THANK YOU

Hello,

Thank you for joining us in our journey to bring the awareness of wellness to every corner of the world. The world needs people/brands that volunteer and dedicate themselves to spread this vital message.

Global Wellness Day is a single day, as the name suggests. However, this global movement is an integrated philosophy, proving that we can live each day like **Global Wellness Day**. As part of the movement, you can organize brand-specific celebration rituals throughout the year within the framework of this idea.

All you need to do is to carefully read through the following four steps and adapt them to your institution/company.

STEP 01

Adopting the Philosophy

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- Global Wellness Day is a global movement without any commercial purposes. Therefore, the brands supporting GWD cannot aim any commercial profit.
- Global Wellness Day is a timeless, placeless social responsibility activity – entirely independent from age segment and income status. Everyone has the right to live well. So the doors of GWD are open to everyone.
- Global Wellness Day is a branded special day. There is a systematic **Branding and Visual Identity Guideline** of GWD. It is important that you follow the visual standards indicated in the guide while you support GWD.
- At the same time, Global Wellness Day is freedom and open to any creative findings that you may discover with your own brand.

STEP 02

Meeting and Introduction

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- The first step to be taken by a brand to support GWD is taken within the brand itself. First, tell your entire team that you support GWD.
- Then spread your support to your network.



sahibinden.com

Kelime, ilan no veya mağaza adı ile ara

Detaylı Arama

Giriş Yap Oye Ol Ücretsiz* İlan Ver

Acil Acil

Fiyatı Düşenler

Son 48 Saat / 1 Hafta / 1 Ay

Güvenli e-Ticaret İlanları

Günün Fırsat Ürünleri

Emlak Endeksi

İş İlanları (10.813)

Ustalar ve Hizmetler (20.361)

Emlak (932.713)

Konut (651.253)

İşyeri (102.183)

Arsa (167.703)

Projeler

Bina (8.569)

Devremülk (1.702)

Turistik Tesis (1.303)

sahibinden.com katkılarıyla...

"Bir gün, tüm yaşamınızı değiştirebilir!"

Türkiye'den Dünyaya yayılan İyi Yaşam Günü'ne katılın, daha sağlıklı bir hayata adım atın.

8 HAZİRAN 2024, CUMARTESİ

Etkinlik ücretsizdir.

GLOBAL WELLNESS DAY

sahibindex Emlak Endeksi

Emlak Piyasası Artık Parmaklarınızın Ucunda!

Hemen Keşfet

Tüm vitrin ilanlarını göster

Anasayfa Vitrini

En Güzel Sevgilil...

Meydan Eryaman...

İlk Sahibinden 2...

Polyurea Kasa İçi...

Volakas Mermer ...

Izmir'in En Büyük...

Sahibinden Lüks ...

- Announce that you support GWD on your website.

Richmond Nua Wellness Spa

8 Şubat, 16:31 · 🌐

Sevgililer Günü Hediye Sertifikanızı hemen hazırlayalım
0 264 582 2100 richmondnua@richmondnua.com #RichmondNua

Save the Date
June 8, 2024

"One day, can change your whole life!"

Saturday, June 8, 2024
Maçka Demokrasi Parkı
10:00 - 18:00

Free Entrance

YOUR LOGO HERE

GLOBAL WELLNESS DAY

www.globalwellnessday.org /globalwellnessday /wellness_day /globalwellnessday

Beğen Yorum Yap Paylaş

Popüler saatler

Pzt	Sal	Çrş	Prş	Cum	Cts	Pzt
6AM	9AM	12PM	3PM	6PM	9PM	12AM

Düzenlemeler Öner

Bu Sayfanın beğendiği Sayfalar

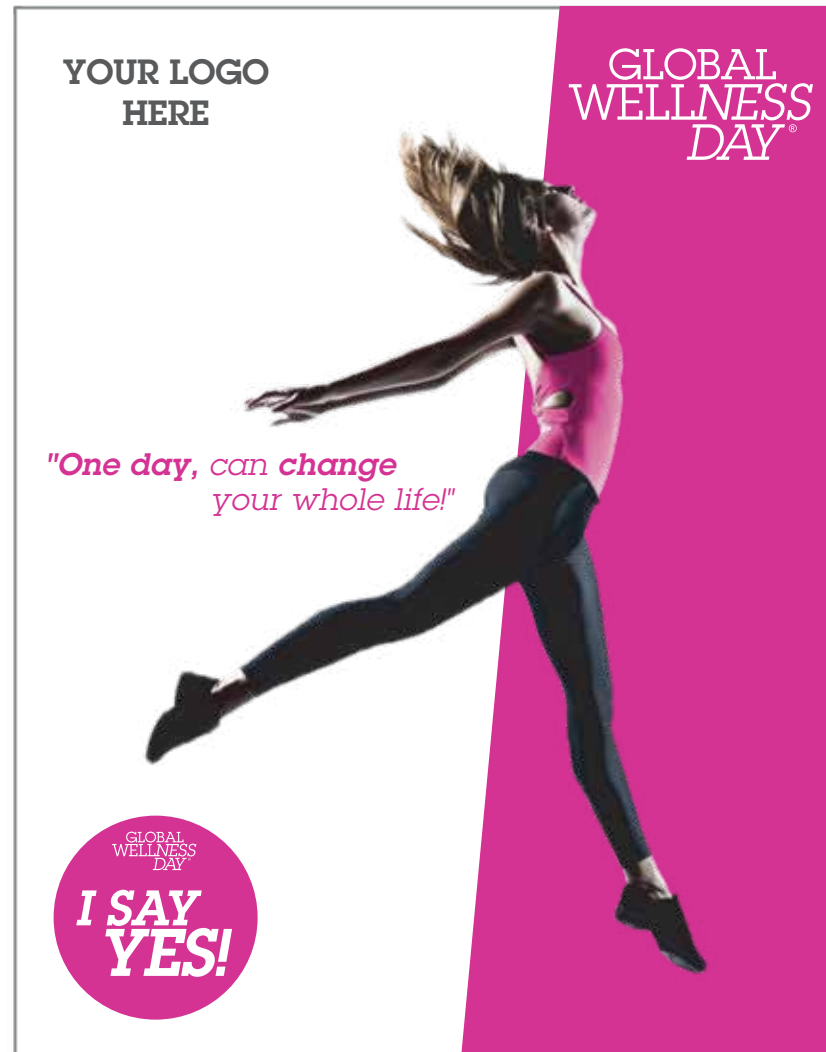
- Richmond İstanbul Beğen
- Professional Beauty Beğen
- Richmond Pamukka... Beğen

Türkçe · English (US) · Kurdî (Kurmandî) · العربية · Español

Gizlilik · Koşullar · Reklamlar · Ad Choices · Çerezler · Diğer · Facebook © 2018

- Post the same news on your social media accounts as well.

- Design an e-mail template and share it with your database, customers and strategic partners to show your support of GWD.



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- Insert the “Supporter of GWD” icon to your web-site and on any branding materials you feel appropriate for your corporate identity.

The screenshot displays the website for Richmond Nua Wellness-Spa, organized into several columns:

- About Richmond Nua:** A text block describing the spa's atmosphere and services, including a paragraph about "Destination Spa" and its location in Sapanca, Turkey.
- Accommodated Programs:** A section featuring a photograph of a spa interior and a text prompt asking if the user would like a new beginning with attractive and beneficial accommodation packages, with a "More Information" link.
- Global Wellness Day:** A section with a pink circular icon that says "I SAY YES!" and text stating that Richmond Nua Wellness-Spa is supporting Global Wellness Day, with a "More Information" link.
- TRUSTSCORE:** A badge showing a "Very Good" rating of 85 based on 1,354 reviews, with the TrustYou logo.
- Newsletter:** A section with a text prompt to subscribe to the e-newsletter and a "Register" button.
- Nua 2015 Calendar:** A link to the 2015 calendar.

The footer contains navigation links (Site Map, Human Resources, Press Room, Rewards, Contact Us), location links (Richmond Istanbul, Richmond Nua Wellness-Spa, Richmond Ephesus Resort, Richmond Pamukkale Thermal), social media icons (Facebook, Twitter, Instagram, LinkedIn, YouTube, YouTube TV), a location dropdown (Sakarya), weather information (19°C), and the Richmond International logo.

- If you like, you can turn the supporter logo into an industrial design object and use it everywhere from your office to the buildings and stores representing you.*
- The material used for the “I Say Yes!” paddle depends on your budget and creativity.



*Please keep in mind that it's forbidden to sell any product with GWD logo on it.

STEP 03

Consistency of Communication

- Disseminating an idea is only possible through sustainability, stability and consistency.
- To this end, you can include GWD agenda in your process of communication throughout the year and consolidate the relationship between GWD and your brand.
- Remember to share the posts of the GWD social media accounts on your personal/corporate ones as well.
- Produce the **“I SAY YES”** paddles which are included in the **GWD Branding and Visual Identity Guideline** in your own region. Occasionally take the photos of your team and the different people contacted by your brand with the paddle. Then share the photos on your social media.





- Produce a poster or roll-up demonstrating the 7 Step Manifest of GWD. Use these materials at various events to be organized throughout the year.

Turkey's Gift to the World
GLOBAL WELLNESS DAY

Saturday, June 8, 2024

Global Wellness Day, launched in 2012 in Turkey with the mission to live well, is now a special day celebrated on the 2nd Saturday of June every year in 7 continents and in over 170 countries around the world.

7 Continents **170** Countries

Sleep of 10:00 PM. Walk for an hour.

Have a family dinner with your loved ones. Drink more water.

Do a good deed. Eat healthy food. Don't use plastic bottles.

f /globalwellnesday
#wellnessday
g /globalwellnesday

"One day, can change your whole life!" www.globalwellnesday.org

- In your PR activities indicate that your brand supports GWD.



- Use the promotion items designed with the GWD 7 Step Manifest at the mobile communication events you attend as a brand such as panels, bull sessions and roadshows.



7 STEP GWD MANIFEST

In order to make Wellness a lifestyle, Global Wellness Day aims to adopt the following seven simple steps. Even if one can't implement all of the steps all at once, what is important is to incorporate at least just few of them into your daily life on a regular basis.



1

Walk for an hour



2

Drink more
water



3

Don't use
plastic bottles



4

Eat healthy food



5

Do a good deed



6

Have a
family dinner
with your loved ones



7

Sleep at 10 pm

STEP 04

Organizing Events and Communication

- The answer to the question “Can we organize a GWD event regardless of its size?” is Yes!
- Can we celebrate GWD in a special way using different methods and brand opportunities even if we do not organize an event? The answer is, again, yes.
- The format and how you will celebrate GWD depends on your business sector, budget and institutional/corporate opportunities.



Let's begin with the actions that any brand can take:

- Create an e-mail design work both celebrating GWD and indicating the actual date of the event. (2nd Saturday of June) Send the e-mail to the members of your organization, your customers and strategic partners.



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- Promote the day on your website and the institutional/corporate social media accounts. Make sure that maximum number of people become aware of the day.
- Design materials to celebrate the day: leaflets, posters, e-signatures, etc. Include the GWD 7 Step Manifest in these items. Use the items during the day and extend the message.
- If your project budget allows, you can benefit from the "ATL" (above the line) communication during Global Wellness Day. By using magazine, newspaper and internet ads, you can both extend the GWD 7 Step Manifest and declare your institutional/corporate support to the project.

GLOBAL WELLNESS DAY



Türkiye'nin dünyayı değiştiren büyük yaşam hareketi!
Global Wellness Day'i
 170'den fazla ülkede, on binlerce noktada eş zamanlı kutluyoruz.

"Bir gün, tüm yaşamınızı değiştirebilir!"

8 Haziran 2024 Cumartesi
 Maçka Demokrasi Parkı / 10:00 - 18:00
 Katılım herkese açık ve ücretsizdir.

PROGRAM

8 HAZİRAN CUMARTESİ

Maçka Demokrasi Parkı

WORKSHOP ALANI 1

10:00 - 10:45 **Gem Akcan** / Yoga
 10:45 - 11:30 **Murat Betkin** / Pilates
 11:30 - 12:15 **Dilara Koçak - Prof. Dr. Murat Aksoy** / İyi Yaşam Yolculuğu
 12:15 - 13:00 **Gül Kaynak** / Stres Detoksü İhtiyacınız Var mı?
 13:00 - 13:45 **Eser Mutlu** / Kahırba Terapisi
 13:45 - 14:30 **Dr. Ümit Aktaş** / Sağsız Yaşam
 14:30 - 15:15 **Aret Varlımşyan** / Neerneye Gidiyorsunuz?
 15:30 - 16:15 **Metin Hara** / İyi Hissizlik
 16:15 - 17:00 **Aysegül Demirey** / Zumba
 17:00 - 18:00 **Kard Vokal Grubu** Konser

WORKSHOP ALANI 2

10:00 - 10:45 **Birim Mir** / Çevresel Bilinç Behberliğinde İyi Yaşam
 10:45 - 11:30 **Op. Dr. Sedat Eren** / Sağlıklı Otmayan Glavülit Neyle Yarar?
 11:30 - 12:15 **Sare Palanaka** / Çocuklarda Karşer Planlaması
 12:15 - 13:00 **Emre Östünçer** / Sigara Tuzakı ve Çıkış Yolu
 13:00 - 13:45 **Ahu Tükel** / Çocuklar için 7 "İyi Yaşam" Akademiği
 13:45 - 14:30 **Gem Akcan** / Ayurveda Yaşam Bilimi
 14:30 - 15:15 **Sema Betin** / Ses Çanakkam ile Ses Meditasyonu

KITAP İMZA ALANI

12:30 - 13:15 **Dilara Koçak**
 13:30 - 14:15 **Prof. Dr. Murat Aksoy**
 14:45 - 15:30 **Dr. Ümit Aktaş**
 15:30 - 16:15 **Aret Varlımşyan**
 16:30 - 17:15 **Metin Hara**

GÜN BOYU AKTİVİTELERİ

İronman Şampiyonu İpek Onaran / Çocuklar için Tanış-Run
Niles Koçuluğu Federasyonu / Niles Analizi
Sare Palanaka / Çocuklarda Karşer Planlaması Danışma Standı
Modafen Edukasyon Anasokulu Global Wellness Day Renim Sergisi

ÇOCUK AKTİVİTE ALANI

10:00 - 17:00 Çocuklar için gün boyu sürecek Dans, Zumba, Basketbol vb. eğlence ve öğretici aktiviteler

To promote the GWD 7 Step Manifest, you may use visual design materials such as below.

POSTER



PLACEMAT



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If you wish to organize a GWD event with your brand in your country, you can follow the steps below:



- First, identify an administrator from your institution's/ company's communication team as the GWD project leader. Delegate this duty to him/her.
- Contact the GWD Ambassador in your country or GWD Administrative Office. Tell the GWD Ambassador that you would like to organize a special GWD event within the scope of the day. Ask for the Ambassador's opinion and advice.
- Determine the scope of the event that you would like to organize based on your budget and goals: A big public gathering, an institutional/corporate panel, mini workshops focused on topics like yoga, zumba, meditation, art classes or nutrition, etc.

- Decide if you want to engage other companies in the project as a partner or if you want to have sponsors.
- Submit your event model to your GWD Ambassador and GWD Administrative Office, Istanbul and enhance your event based on the feedback.
- Create an event communication plan at least 3 months prior to GWD Celebration Day.
- Design the “BTL” (below the line) materials promoting the event.





- Introduce your project using modern marketing techniques, primarily the Internet.
- Carry out your event, follow up with the results and share the results with the GWD Ambassador and GWD Administrative Office, Istanbul
- Use the **GWD Branding and Visual Identity Guideline** in each step of the process. Adapt the materials in the guide to your institution/company; thus, maintain the unity of GWD.
- Contact the GWD Administrative Office, Istanbul for detailed information or different solutions tailored to your institution/company.



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[#globalwellnessday](https://www.instagram.com/globalwellnessday)
[#GWD2024](https://www.facebook.com/GWD2024)

Thank you.

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