



GLOBAL
WELLNESS
DAY[®]

JUNE 10, 2023

HELLO 2023!

Happy New Year to Global Wellness Day ambassadors and volunteers who dedicate their time to make the world a better place.

Let's jump back in time and remember what we announced last year at this time...

"As Global Wellness Day volunteers, we vow to be active every year by focusing on the biggest problem of the world.

As the first days of 2022 pass, we are here to change the way people think. Quite simply but in a very profound way... **#ThinkMagenta.**"

We reached thousands of people around the world by placing the color that represents us – Magenta, at the center of simple actions for the theme of Global Wellness Day 2022. We have underlined that Global Wellness Day is not a single day, but a philosophy that spans the whole year.

As the year came to an end, the universe seemed to heed our call. Pantone, the world color authority, announced the color of 2023 as Magenta.

For us, Magenta is one of the most beautiful colors within the color spectrum. Magenta is also a conjunction that incorporates every word or verb it touches with the spirit of Global Wellness Day. An emphasis that represents living well.

While creating the 2023 theme of Global Wellness Day, we wanted to preserve this value we have and carry it into the future. This year we are reinforcing our way of thinking and adding rhythm to Magenta.

Here it is...
#DanceMagenta

Belgin Aksoy
Global Wellness Day
Founder



WHAT IS #DANCEMAGENTA?



#DanceMagenta is the theme of Global Wellness Day 2023. It is a set of actions centered around dance, which has an increasing value within the international wellness world.

To us, dance is the universe moving within you. To dance is to free yourself and to be one with the world. Dancing is getting away from stress, exercising your body and spreading happiness at the same time.

According to Global Wellness Day, dancing is not just a physical act. **#DanceMagenta** also means living your life while dancing with your mind.

This year, as Global Wellness Day ambassadors and volunteers, we invite people of all ages to live life with dance.

Will you dance with us?



WHAT IS OUR PURPOSE?



2023 is a year full of new hopes for us all. However, the world is still full of news and developments that push us to think negatively.

Even though the pandemic is over, Covid-19 continues to affect societies. The economic recession and the increasing cost of living is the main discussion around the world. Wars are raging in different parts of the world.

We cannot change the course of the world. However, it is entirely up to us to change our lives.



In 2023 Global Wellness Day will...

- **Celebrate this special day with the theme #DanceMagenta.**
 - **Invite people to #DanceMagenta.**
- **Be accessible to those who cannot dance because of physical disabilities.**
 - **Remind people that it is possible to dance with thoughts.**
 - **Demonstrate the healing effects of dancing.**
- **Spread the #DanceMagenta philosophy to our communities and beyond.**

#DANCEMAGENTA MANIFESTO





As you know... The universe is dancing.
Stars with space, planets with stars, earth with sun, seas with land,
nature with wind...

Dance is the universe moving within you.
To dance is to get out of your shell, to be one with the world.

Dance. Feel free and healthier.
Dance. Because happiness has shortcuts and dance is one of them.

Dance and live like you dance.
Don't let physical barriers stop you from dancing.
Dance with your thoughts and dreams.
Let music be your world, your rhythm be your life and your thoughts
be your movements.

That's when your dance becomes magenta.
You become "complete" with your soul and body...

#DanceMagenta



#DANCEMAGENTA PHILOSOPHY



Nietzsche said... "And those who were seen dancing were thought to be insane by those who could not hear the music."

As Global Wellness Day, we know this too well: The real madness is not choosing to live well. Living well is not difficult. Wellness is not just a way of life for a certain privileged group of people. Living well is not a luxury, but the inherent right of every individual.

Life is all about choices. Global Wellness Day invites you to choose what is good for your body, soul and mind. With small but steady steps, you can travel great distances in life.



#DANCEMAGENTA is a part of this philosophy.

To dance...

- You don't have to be a professional dancer.
- You do not need to know how to dance.
- You don't need a specific place or time to dance.

Physical disabilities can't stop you to dance.
If you know how to look... You will see that life itself is a dance.
That's when your perspective on life changes.
And you begin to live like you are dancing.



STEPS TO #DANCEMAGENTA

In 2023, we will invite everyone around the world to dance. Or better yet...
in the new year we invite the world to dance.

Of course, we will use a certain action plan when implementing the theme. We will
bring together the tangible and intangible aspects of dancing with 3 basic steps.



01

Dance with your body

Whatever style you choose; dance is a unique form of exercise.
Dancing is good for your body.



02

Dance with your thoughts

Add dance to your meditation while relaxing.
Dance in your mind. Free your dreams.



03

Dance with life

Don't resist, stay in the flow and trust the process. Add music to your life.
Let music bring you happiness. Start your day with music, fall asleep
with music. Take control of the rhythm of your life.

#DANCEMAGENTA MESSAGES AND EVENT SUGGESTIONS

1

Dance with your body

MESSAGES

- When it comes to exercise, activities such as walking, running, cycling, swimming, and weight training come to mind. However, dance, which is much older than the written records of human culture, is an alternative healthy living method that will keep you physically fit.
- You don't have to be a professional dancer. You don't even need to know how to dance. The main thing is to let yourself go to the rhythm of the music and be free.
- Dance has no place or time. Anyone can dance wherever they want, either alone or with a group.
- If you find it difficult to exercise or go to a gym, try dancing. Start dancing for 10 minutes a day, once a week. Choose your music, choose your style. Slowly increase the time and the number of days you dance.

EVENT SUGGESTIONS

- Add dance to individual or group exercises.
- Increase the dominance of music in regular exercise activities.
- Conduct #DanceMagenta sessions with the support of professional dancers.
- Plan flashmob events outside the actual celebration venue.
- Organize professional dance competitions.
- Digital dance competitions and challenge activities on TikTok, Instagram and YouTube channels.

2

Dance with your thoughts

MESSAGES

- Dancing is an activity that entertains and makes everyone happy. When you watch someone dancing, you can see a big smile on their face. It is very natural to smile and laugh while dancing.
- Dancing helps prevent mild to moderate depression.
- According to a study in the International Journal of Neuroscience, dance movement therapy is not only good for depression, but also for stress by regulating serotonin and dopamine levels.
- Since dancing is a social activity, it gives a sense of belonging reducing loneliness and social isolation.
- Dancing improves the mental health for senior citizens.
- According to a study in the New England Journal of Medicine, dancing strengthens your memory and helps prevent dementia as you age.
- A study on older participants shows that dancing often helps counteract the effects of Alzheimer's disease and other forms of dementia.
- Being physically unable to dance is not an obstacle. You can dance with slow movements, without standing up or even without moving your body.

EVENT SUGGESTIONS

- **Dance performances:** The main purpose is to make people who cannot dance be happy while watching the dancers and accompany them with their minds.
- Organize a group of volunteers to visit senior homes to dance with the elderly.
- Dance programs, classes, exercises for children.
- **Meditative Dance:** Close your eyes where you are. Imagine you are in a room with Magenta walls. Your music starts to play in your mind. Have an outer body experience and begin to watch yourself from afar. Depending on your preference, you are either alone or with a loved one. Immerse yourself in the rhythm of the music. Dance for 3 minutes and rid your body of stress.

Dance with life

MESSAGES

- Life is a dance.
- Everyone wears their dance shoes when they leave the house. Immersing themselves in the rhythm of life. Some are aware of this and they dance with life. Others don't even hear the music. Be one that hears the music.
- Dancing is independent of all conditions. Anyone can dance whenever and wherever they want. This is where dancing is like being happy. You do not need big things to be happy. All you need is yourself.

EVENT SUGGESTIONS

- Dance of Life, talk series, discussions, seminars
- Inspiring expressions of opinion leaders who practice their profession with pleasure and happiness.
- Bringing dancers aged 70 and over together with the younger generation.
- Creating micro-digital projects, happiness videos and photos of people dancing with life.
- Posts embracing the moment with the #DanceMagenta hashtag
- Instagram corners, photo and video areas with music using the #DanceMagenta hashtag.



EPILOGUE

The theme of Global Wellness Day this year is dance. We named it **#DanceMagenta**.

Because for us, living is dancing. The music of the universe never stops. Those who manage to become one with music are happy people.

Dancing is not just a physical activity. Those who choose to live well are those who come to realization that dancing is also a way of thinking.

So... In short

#DANCEMAGENTA





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