

GLOBAL
WELLNESS
DAY[®]



Celebration Steps
2026

*“One day, can change
your whole life!”*

Founder's Message

Hello,

Thank you for joining us on our mission to bring the message of wellness to every corner of the globe. The world needs individuals and brands who volunteer their time, energy, and passion to share this vital cause — and we are grateful to have you with us.

While **Global Wellness Day** is celebrated on one special day each year, it is so much more than a date on the calendar. It is a global movement and a way of life — a philosophy that reminds us we can live every day as if it were Global Wellness Day.

As part of this movement, you have the opportunity to create unique, brand-specific wellness rituals and celebrations throughout the year, always staying true to this vision.

To get started, simply follow the four steps outlined below and adapt them to fit your organization or company.

Be well,

Belgin Aksoy
Founder, Global Wellness Day



01 Adopting the Philosophy

- Global Wellness Day is a global movement with **no commercial purpose**. For this reason, any brand supporting GWD must do so without seeking commercial profit.
- Global Wellness Day is a timeless and universal social responsibility initiative — independent of age, income, or location. Everyone has the right to live well, and GWD's doors are open to all.
- Global Wellness Day is a recognized and protected special day. A comprehensive **Branding and Visual Identity Guideline** exists to ensure consistency worldwide. It is important to follow these visual standards when supporting GWD.
- At the same time, GWD embraces creativity. While respecting the brand guidelines, you are free to explore and integrate your own creative ideas in alignment with the GWD philosophy.



02 Meeting and Introduction

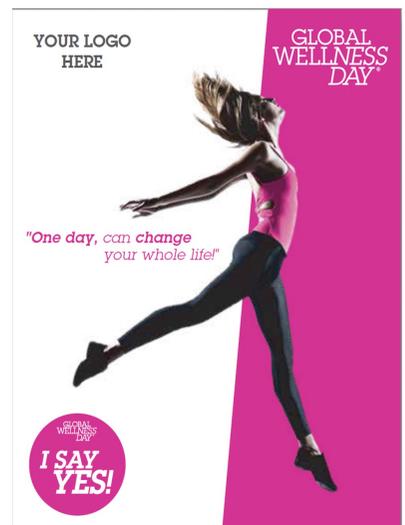
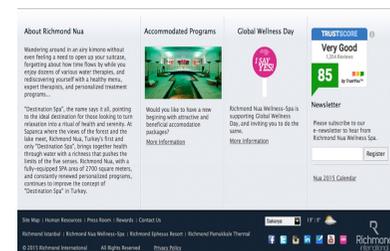
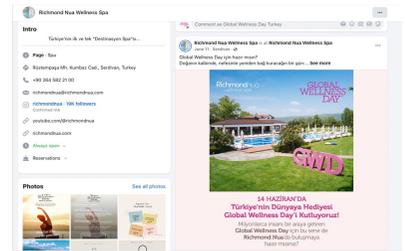
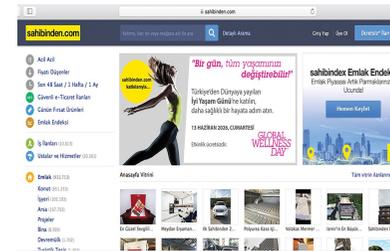
The first step in supporting GWD starts inside your organization. Share the news with your entire team so everyone is informed and inspired. From there, extend your message outward:

- Announce your support on your website, add a banner.
- Share the news across your social media platforms.
- Create a branded email template and send it to your database, customers, and strategic partners to showcase your involvement.
- Add the **GWD logo** to your website and other branding materials that align with your corporate identity to showcase your support.

If you wish, you can even transform the GWD logo into a creative display piece — from office décor to signage in your buildings or stores.

For the “I Say Yes!” paddle, choose any material that suits your budget and creativity.

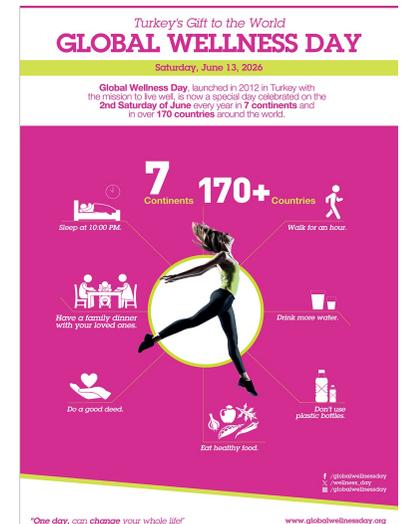
** Please note: It is strictly prohibited to sell any product featuring the GWD logo.*



03 Consistency of Communication

Sharing the idea of wellness requires sustainability, stability, and consistency. Strengthen the bond between your brand and Global Wellness Day by:

- Including the GWD agenda in your year-round communications.
- Sharing GWD's social media posts on your personal or corporate channels.
- Producing "I SAY YES" paddles as per **GWD Branding and Visual Identity Guidelines**, and posting photos of your team or community with them.
- Creating posters or roll-ups of the 7-Step Manifesto to display at events.
- Using promotional items with the 7-Step Manifesto at panels, workshops, roadshows, and other brand events.
- Highlight your brand's support of GWD in PR activities and public communications.



GWD's 7 Step Manifest

Global Wellness Day encourages everyone—regardless of social or economic background—to embrace these seven simple and accessible steps to make wellness a part of everyday life. Even if not all steps are followed, the goal is to integrate as many as possible into daily routines, creating a positive and lasting impact.



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

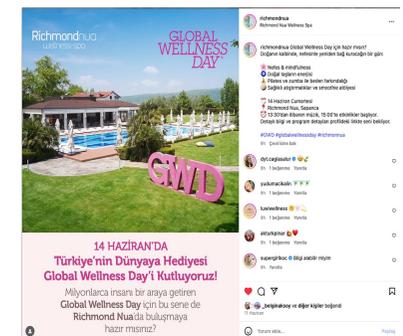
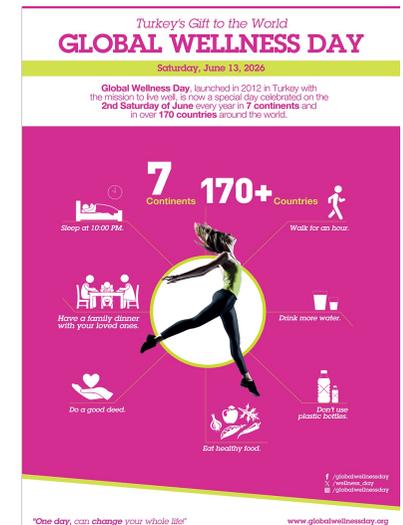
Sleep at 10 pm

04 Organizing Events & Communication

Whether large or small, any GWD celebration makes a difference — and **yes**, you can take part even without hosting a formal event. How you celebrate is entirely up to your sector, budget, and opportunities.

Ways to Celebrate Without an Event:

- Create an email design that celebrates GWD and features its date (2nd Saturday of June). Share it with your team, customers, and strategic partners.
- Promote the day on your website and corporate/personal social media accounts to maximize awareness.
- Design celebration materials — such as leaflets, posters, e-signatures — featuring the GWD 7-Step Manifesto. Use them to spread the message before, during, and after the day.
- If budget allows, use ATL (Above the Line) channels such as magazines, newspapers, and online ads to share the 7-Step Manifesto and declare your support.

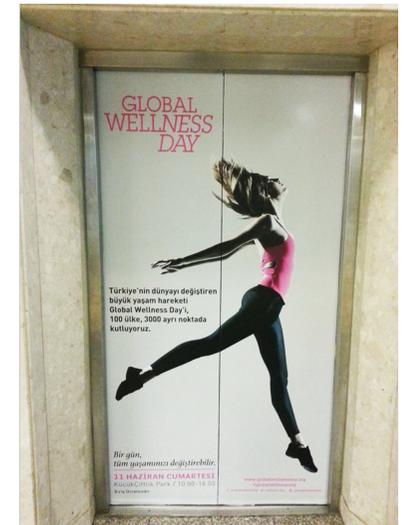


Organizing Events & Communication

Ways to Celebrate by Hosting an Event:

- Appoint a GWD Project Leader from your team.
- Contact your country's GWD Ambassador or the GWD Admin Office to share your plans and receive guidance.
- Define your event format based on your goals and budget — from large public gatherings to smaller sessions such as yoga, meditation, art classes, Zumba, or nutrition workshops.
- Decide whether to include partners or sponsors.
- Submit your event plan to your GWD Ambassador and the Admin Office for feedback.
- Plan ahead: Begin event communications at least 3 months in advance.
- Design BTL (Below the Line) promotional materials and use modern marketing techniques, especially online channels.
- Carry out the event, track results, and share your outcomes with your GWD Ambassador and the Admin Office.

Branding Reminder: Use the *GWD Branding and Visual Identity Guidelines* at every step to ensure a unified, consistent look worldwide. Adapt the materials to fit your corporate identity while staying true to GWD's visual standards. For any questions or to explore tailored solutions, contact the *GWD Administrative Office, Istanbul*.





Thank You

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#GWD2026