****

**FOR IMMEDIATE RELEASE:**

**GET MOVING IN ANTIGUA AND BARBUDA FOR**

**WORLD WELLNESS WEEKEND**

Two people on a beach

Description automatically generated

***PHOTO CAPTION:*** *The 2023 Ambassadors of World Wellness Weekend in Antigua and Barbuda Tricia Greenaway and Alejandro Leo pose for a “welfie” on Ffryes Beach in Antigua ahead of World Wellness Weekend next week. (Photo Credit: The Antigua and Barbuda Tourism Authority)*

**St. John’s, Antigua (September 6, 2023) -** The Antigua and Barbuda Tourism Authority will join wellness lifestyle enthusiasts in Antigua and Barbuda to celebrate World Wellness Weekend from September 15 – 17 2023.

A global event, [World Wellness Weekend](https://world-wellness-weekend.org/)supports the United Nations' third Sustainable Development Goal - "Good Health and Well-being for All" by promoting 5 Pillars of wellness: Sleep & Creativity, Nutrition & Immunity, Movement & Vitality, Mindfulness & Serenity, Sense of Purpose & Solidarity.

One hundred and fifty countries and 8000 venues will recognise the weekend with free-of-charge outdoor and indoor activities hosted by World Wellness Weekend Ambassadors, Coordinators and Wellness Leaders.

The Antigua and Barbuda Tourism Authority (ABTA) is committed to promoting the country's wellness attributes and has partnered with wellness practitioners to enhance and promote the initiative spearheaded by the World Wellness Weekend Ambassadors in Antigua and Barbuda.

In Antigua and Barbuda, activities will be hosted by the 2023 Wellness Leader in Antigua and Barbuda of World Wellness Weekend Keisha Schahaff - a Health and Life Coach and Astronaut, and World Wellness Weekend Ambassadors Tricia Greenaway - Founder and CEO of Wellness Footprints Antigua, and Alejandro Leo - Wellness & Spa Professional and Sustainability Patron at Jumby Bay.

Activities will kick-off on September 15, with the general public invited to start their day at Darkwood Beach with an energizing tai chi session at 7 a.m., returning to the beach at 5 p.m. to enjoy the mesmerizing sunset and unwind with a stress-releasing yoga session.

The following day, September 16, a fast-paced socarobics session at the Martello Tower in Barbuda will get participants moving, while over in Antigua, mat pilates and Vinyasa Flow yoga classes at the Energie Gym in English Harbour from 8 a.m. will invigorate attendees.

The weekend will culminate with an early morning hike starting at 5 a.m. from Galleon Beach, taking a moderate trail to The Blockhouse followed by yoga at the magical sunrise hour.

As part of the World Wellness Weekend activities, the Tourism Authority has also organized nutritional talks at select primary and secondary schools. Joining the Antigua and Barbuda Tourism Authority, Wellness Weekend Leader and Ambassadors at the school talks will be guest speakers passionate about wellness and nutrition to include Queen of Carnival Ischikelle Corbin, Charity Dublin, and other nutritionists from the Ministry of Health, in addition to a representative from the Barbuda Health and Wellness Clinic.

The ABTA’s Wellness Pillar Lead, Tameka Wharton said, “World Wellness Weekend allows us to showcase our wellness providers and their services on an international stage. And, most importantly through our promotion of the activities available within the destination, to encourage our residents and visitors to actively pursue wellness and take advantage of the plethora of wellness offerings in Antigua and Barbuda.”

Persons wishing to attend the **free** World Wellness Weekend activities or host their own World Wellness Weekend activity should contact the Antigua and Barbuda Tourism Authority on email: [info@visitaandb.com](mailto:info@visitaandb.com) or call 1 268 562 7600.

Learn more about Antigua and Barbuda’s wellness experiences on offer through the Antigua and Barbuda Tourism Authority’s Wellness Guide on [www.visitantiguabarbuda.com/wellness-guide](http://www.visitantiguabarbuda.com/wellness-guide)

###

**ABOUT THE ANTIGUA AND BARBUDA TOURISM AUTHORITY**

The Antigua & Barbuda Tourism Authority is a statutory body dedicated to realizing the tourism potential of Antigua & Barbuda by promoting the twin island state as a unique, quality tourist destination with the overall objective of increasing visitor arrivals thereby providing sustainable economic growth. The Antigua and Barbuda Tourism Authority is headquartered in St. John’s Antigua, where regional marketing is directed. The Authority has three offices overseas in the United Kingdom, United States and Canada.

**ABOUT ANTIGUA AND BARBUDA**

Antigua (pronounced An-tee'ga) and Barbuda (Bar-byew’da) is located in the heart of the Caribbean Sea. The twin-island paradise offers visitors two uniquely distinct experiences, ideal temperatures year-round, a rich history, vibrant culture, exhilarating excursions, award-winning resorts, mouth-watering cuisine and 365 stunning pink and white-sand beaches - one for every day of the year. The largest of the English-speaking Leeward Islands, Antigua comprises 108-square miles with rich history and spectacular topography that provides a variety of popular sightseeing opportunities. Nelson’s Dockyard, the only remaining example of a Georgian fort a listed UNESCO World Heritage site, is perhaps the most renowned landmark. Antigua’s tourism events calendar includes the prestigious Antigua Sailing Week, Antigua Classic Yacht Regatta, and the annual Antigua Carnival; known as the Caribbean’s Greatest Summer Festival. Barbuda, Antigua’s smaller sister island, is the ultimate celebrity hideaway. The island lies 27 miles north-east of Antigua and is just a 15-minute plane ride away. Barbuda is known for its untouched 11-mile stretch of pink sand beach and as the home of the largest Frigate Bird Sanctuary in the Western Hemisphere.  Find information on Antigua & Barbuda at: [www.visitantiguabarbuda.com](http://www.visitantiguabarbuda.com) or follow us on **Twitter**: <http://twitter.com/antiguabarbuda>   **Facebook**: [www.facebook.com/antiguabarbuda](http://www.facebook.com/antiguabarbuda); **Instagram**: [www.instagram.com/AntiguaandBarbuda](http://www.instagram.com/AntiguaandBarbuda)

**For Antigua and Barbuda media enquiries, please contact:**

Maria Blackman

Marketing Communications Manager

Antigua and Barbuda Tourism Authority

T: 1 (268) 562 7600/464-7601

E: maria.blackman@visitaandb.com

**Antigua and Barbuda Images:** aandbtourism.fotoseeker.com