

GENWELL WEEKEND - SPRING EDITION

Media Toolkit

MAY 3-5, 2024

We need your help in building a more **connected** Canada!

[CLICK HERE TO REGISTER FOR GENWELL WEEKEND](#)

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WKND
MARK YOUR CALENDAR

The Power of Human Connection

Studies show that **social isolation, disconnection, and loneliness** have a bigger impact on your health than **smoking, obesity, and high blood pressure**.

Whereas social connection and social health positively impact your physical and mental health, with benefits such as:



Single greatest contributor to happiness



Reduces anxiety and depression



Strengthens the immune system



Strengthens self-confidence



Builds resilience



Greatest preventative action to avoid depression

GenWell Weekends are strategically selected weekends during seasonal transitions when research suggests that people struggle and would benefit from having an opportunity, excuse and reminder to reach out and get connected.



[Learn More about GenWell Weekend Here!](#)

Now that you know the facts, we hope that you feel even more inspired to [register your intention](#) to get connected on GenWell Weekend this **May 3rd- 5th**.



WHO CAN PARTICIPATE?

EVERYONE CAN... AND SHOULD!

Hosted by GenWell, **Canada's Human Connection Movement**, who since 2016 has been on a mission to make the world a **happier** and **healthier** place one face-to-face connection at a time.

What Are We Asking?

Twice a year (spring and fall), we invite Canadians to participate in GenWell Weekends from Friday - Sunday.

On Friday's we encourage you to connect with classmates and co-workers. On Saturday and Sunday, we want to inspire you to connect with family, friends, & neighbours.

GenWell Weekend are your excuse, reminder, & permission to **connect** with the people you've been meaning to reach out to, but just haven't made the time to make it happen.



Ideas to Connect



A coffee with a neighbour
or colleague



BBQ with colleagues
or classmates



A dinner party with friends



A sporting activity with the
local kids



A walk with those you've
been meaning to see



Use technology to supplement
human connection

Need some connection ideas?

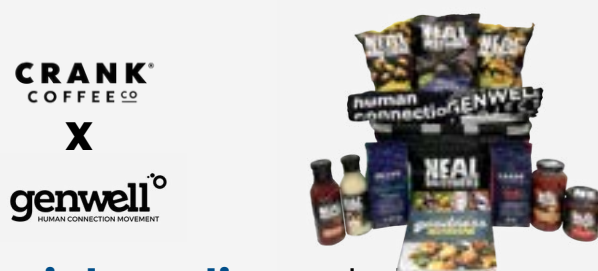
[Click here for more](#)

Register your plans at
www.GenwellWeekend.org

How Can You Get Involved?

1) Make plans to get **connected face-to-face** with family, friends, neighbours, classmates or colleagues anytime between May 3-5 and **register your plans** at www.GenWellWeekend.org.

2) By registering your plans to get connected you are entered into the **GenWell Weekend Contest** for your chance to win a **Crank Coffee/Genwell prize pack** (Value: \$150).



3) **Follow us on social media** and share your support for GenWell Weekend with your community. Your post might be the exact inspiration someone needs to take action to build their social health. Tag us at **#GoFirst and #GenWellWeekend**.



[@genwellproject](https://www.instagram.com/genwellproject)



[@genwellproject](https://twitter.com/genwellproject)



[@thegenwellproject](https://www.facebook.com/thegenwellproject)



[@thegenwellproject](https://www.youtube.com/thegenwellproject)

4) Use our **leadership tools** to share invites, posters, & social media posts with your community.

5) **Challenge** your network and your community to register their intention to get connected on GenWell Weekend at www.GenWellWeekend.org

Leadership Tools

Here are some **helpful tools** to make your GenWell Weekend experience as amazing as possible.

Inspire others to get involved in the Human Connection Movement.

On social, don't forget to use the hashtags **#GoFirst** and **#GenWellWeekend**, tag us and those who would benefit from hearing this message.

Click the links below:

[Suggested copy](#)

[Social media creative](#)

[Logos & Team photos](#)

[Posters](#)

[Invitations](#)





Have fun. Get connected. We are in this together.

Want to learn more about our
classroom, community, and
workplace programming?



Visit GenWell.ca

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HUMAN CONNECTION MOVEMENT

