



2024 World Wushu-Kungfu Day

# Wushu: Harmony, Health & Happiness

August 10, 2024 (Saturday)



Wushu: A Healthy Lifestyle

# 2024 World Wushu-Kungfu Day



<b>When</b>	August 10, 2024 (Saturday)
<b>Celebration Week</b>	August 5-11, 2024
<b>Theme</b>	Wushu: Harmony, Health & Happiness
<b>Where</b>	Everywhere!
<b>Who</b>	Everyone!

## World Wushu-Kungfu Awards 2024

The World Wushu-Kungfu Day Awards 2024 are designed to recognize the best WWKD events and actions under varying circumstances.

### Awards Categories

The World Wushu-Kungfu Day Awards 2024 include the following:

- Best World Wushu-Kungfu Day
- Best Small World Wushu-Kungfu Day
- Most Creative World Wushu-Kungfu Day

### Eligibility & Applications

The Award is open to all registered WWKD 2024 events. Organisers must complete their WWKD 2024 event report to be eligible. All applicants must send the following materials on the WWKD celebrations to [media@iwuf.org](mailto:media@iwuf.org) by **August 20, 2024**.

- (1) 2024 WWKD Activity Form
- (2) Video: HD video 1280 x 720 (720 ppi)
- (3) Photos: at least 300 ppi

# 2024 World Wushu-Kungfu Day Awards



## Judging Criteria

Applicants will be judged on the following criteria:

### Influence & Engagement

- The number of participants of the Events
- Have the events provided a variety of activities?
- Have the events attract existing wushu practitioners and newcomers.
- Have the events engaged with local schools and community?
- Has the events organiser created good communications of their event e.g. utilized social media, articles in local and national news channels etc. ?

### Display of WWKD Brand Identity

- Have the events promoted the theme and goals of the World Wushu- Kungfu Day?
- Have the events utilized the WWKD promotional toolkit?

### Sustainability

- Can the event be transferred to other countries and circumstances?
- Is the event sustainable? Will it continue in the future?

### Creativity

- Originality of event or action i.e has it been done before?
- Difficulty in execution of the event or action.
- Was the action present in any media?

## Evaluation

The WWKD Awards will be judged by the IWUF Secretariat.

Each category will have at most three winners.

The winners will receive the award certificate, and the winner's events will be published widely on the IWUF official media channels.

# About WWKD



World Wushu-Kungfu Day (WWKD) is a global celebration of wushu-kungfu. WWKD is celebrated each year the first Saturday on or following August 8th, and is accompanied by a theme each time.



## Origin of the Initiative

On September 28, 2017 it was decided at the IWUF Congress during the 14th World Wushu Championships in Kazan, Russia, to establish World Wushu-Kungfu Day, a holiday that would take place every year on the first Saturday on or following August 8th, in order that as many people as possible might participate.

As the leader of the worldwide wushu movement, including working towards wushu's inclusion in the Olympic Program, the IWUF aims to promote the excitement, health benefits, and overall fun aspects of wushu practice.



We hope that through this holiday more people all over the world will be able to understand wushu and make it a part of their everyday life – together!

# About WWKD



## Logo Introduction

The logo consists of three parts.

The 2019 WWKD logo displays silhouettes of different styles of wushu-kungfu on a globe.



The palm-fist salute, an iconic greeting, is a sign of respect and adherence to tradition.



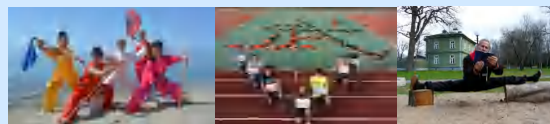
The “yin-yang” on the top of the globe symbolizes an integration of sports and traditions, a coming-together of different wushu-kungfu styles and the collaboration of people worldwide.



## Brief review of WWKD

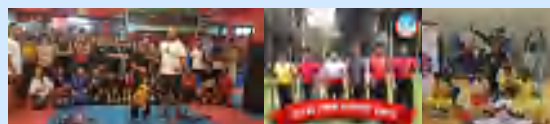
### 2018 WWKD

When: August 11, 2018 (Saturday)  
Theme: Wushu in Everyday Life



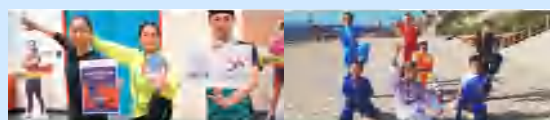
### 2019 WWKD

When: August 10, 2019 (Saturday)  
Theme: Wushu-kungfu with Friends Everywhere!



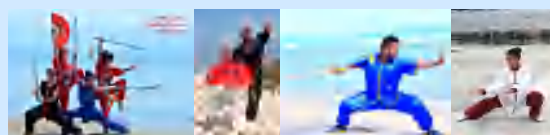
### 2020 WWKD

When: August 8, 2020 (Saturday)  
Theme: Celebrate IWUF's 30th Anniversary  
Together: Share Wushu, Share Health.



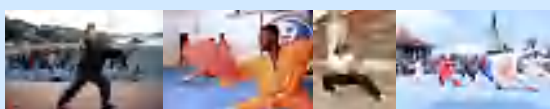
### 2021 WWKD

When: August 7, 2021 (Saturday)  
Theme: Wushu: Health & Future



### 2022 WWKD

When: August 13, 2022 (Saturday)  
Theme: Wushu: Youth & Future



### 2023 WWKD

When: August 12, 2023 (Saturday)  
Theme: Wushu: Rejoice in Reunion





# How to Participate in WWKD 2024



More and more people around the world choose wushu as a healthy lifestyle. On the occasion of the seventh World Wushu-Kungfu Day (WWKD) on August 10th, we encourage wushu enthusiasts from all over the world to use your ingenuity and celebrate World Wushu-Kungfu Day with a variety of activities based on unique and specific locations.



Wushu Performance

Wushu Exhibition

Wushu Competition

Wushu Seminar

Wushu Forum

Wushu Action Challenge

Wushu Story Sharing Session

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Any creative celebrations you can think of, we welcome all!

## Download Link

Materials related to World Wushu-Kungfu Day including logo, brochures etc.  
<http://www.iwuf.org/en/multimedia/download/>

# How to Participate in WWKD 2024



## Interaction on Social Media

### Chinese Social Media Hashtag

#2024世界武术日#

#国际武联#

### English Social Media Hashtag

#WWKD2024

#IWUF

All are encouraged to post and share photos and videos and “@” the IWUF official account on social media.

(Facebook/Twitter/Instagram/Weibo/Douyin/WeChat) and use the hashtag #WWKD2024 to tell us how you're celebrating the 2024 WWKD.

## IWUF Social Media



WeChat



Douyin



[Weibo.com/iwuf](http://Weibo.com/iwuf)



[Facebook.com/iwufofficial](https://Facebook.com/iwufofficial)

[Facebook.com/groups/iwufwushu](https://Facebook.com/groups/iwufwushu)



[Twitter.com/iwufofficial](https://Twitter.com/iwufofficial)



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# Contact Us



Share your World Wushu-Kungfu Day 2024!

## Celebration Materials Submitted

[media@iwuf.org](mailto:media@iwuf.org)

Deadline: August 20, 2024

2024

Best World Wushu-Kungfu Day  
Best Small World Wushu-Kungfu Day  
Most Creative World Wushu-Kungfu Day

Who will the winners be? Let's wait and see!



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**Tokyo 2020 Olympic Games**  
The official uniform of Refugee Olympic Team



**Tokyo 2020 Paralympic Games**  
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# IWUF Official Sponsors



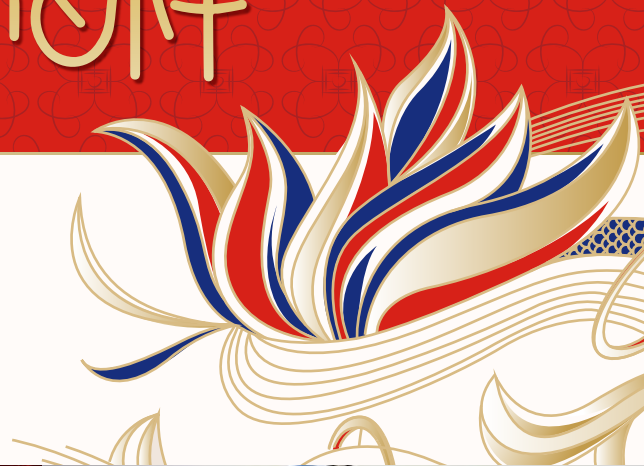
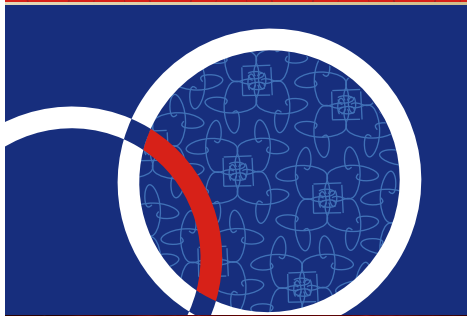
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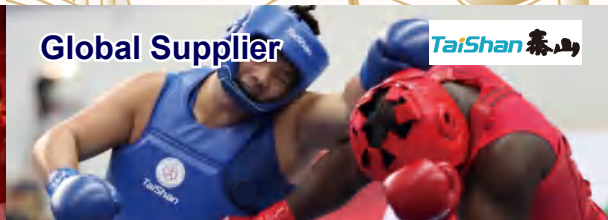


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## IWUF Contacts



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