



2023 World Wushu-Kungfu Day

Wushu: Rejoice in Reunion

August 12, 2023 (Saturday)



Wushu: A Healthy Lifestyle



2023 World Wushu-Kungfu Day



When	August 12, 2023 (Saturday)
Celebration Week	August 5-13, 2023
Theme	Wushu: Rejoice in Reunion
Where	Everywhere!
Who	Everyone!

World Wushu-Kungfu Awards 2023

The World Wushu-Kungfu Day Awards 2023 are designed to recognize the best WWKD events and actions under varying circumstances.

Awards Categories

The World Wushu-Kungfu Day Awards 2023 includes 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 2023 events. Organisers must complete their WWKD 2023 event report to be eligible. All applicants must send the following materials on the WWKD celebrations to media@iwuf.org by **August 20, 2023**.

- (1) 2023 WWKD Activity Form
- (2) Video: HD video 1280 x 720 (720 ppi)
- (3) Photos: at least 300 ppi

2023 World Wushu-Kungfu Day Awards



Judging Criteria

Applicants will be judged on the following criteria:

Influence & Engagement

- The number of participants of the events
- Has the events provided a variety of activities?
- Has the events attract existing wushu practitioners and new comers.
- Has 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

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

Sustainability

- Can the event be transferred to other countries, regions 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.



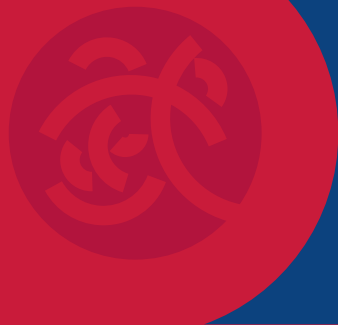
Origin of the Initiative

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 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





How to Participate in WWKD 2023



More and more people around the world choose wushu as a healthy lifestyle. On the occasion of the sixth World Wushu-Kungfu Day (WWKD) on August 12th, 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 the local conditions:



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 all welcome!

Download Link

Materials related to World Wushu-Kungfu Day including logo, brochures etc.
<http://www.iwuf.org/multimedia?page=1&doc-type=world-wushu-kungfu-day>

How to Participate in WWKD 2023



Interaction on Social Media

Chinese Social Media Hashtag

English Social Media Hashtag

#2023世界武术日#

#WWKD2023

#国际武联#

#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 #WWKD2023 to tell us how you're celebrating the 2023 WWKD.

IWUF Social Media



WeChat



Douyin



Weibo.com/iwuf



Facebook.com/iwufofficial

Facebook.com/groups/iwufwushu



Twitter.com/iwufofficial



Youtube.com/user/iwufwushu



Instagram.com/iwufnews

Instagram.com/iwuf_official



space.bilibili.com/1750900401/



i.youku.com/i/UMTUxNDc4MDg3Mg==/subscribe

Contact Us



Share your World Wushu-Kungfu Day 2023!

Celebration Materials Submitted

media@iwuf.org

Deadline: August 20, 2023

2023

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

Who will be winners? Let's wait and expect!



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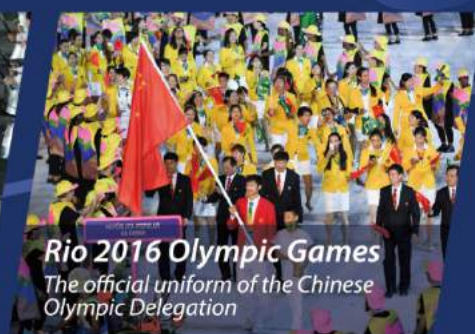
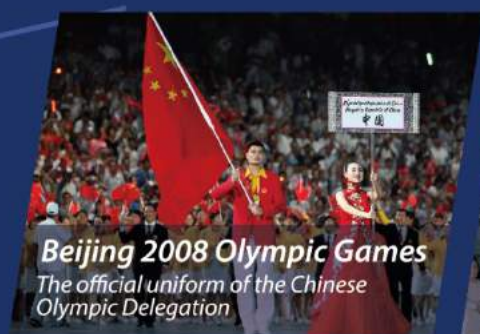


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and the Olympic Winter Games Beijing 2022





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