

# WORLD LEISURE DAY

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## World Leisure Day (WL Day)

World Leisure Day (WL Day) aims to reinforce leisure as a social right and its importance in daily life, as well as to expand and promote leisure globally while recognizing that barriers still exist for many worldwide.

**APRIL 16 2024**

### Why do we celebrate leisure?

Leisure significantly contributes to personal, communal, and national growth by elevating life quality and well-being, strengthening social ties and community resources, and fostering participation in democratic processes.

It acts as a crucial societal component, deepening feelings of unity and connection through engagement in social and voluntary endeavors.

## WL Day 2024: Embracing Digital Horizons in Leisure

In this era driven by revolutionary technologies, WL Day 2024 invites the world to explore the transformative potential of leisure in the digital age. On this date, communities across the globe will explore the intersection of leisure and emerging technologies, such as the metaverse, artificial intelligence (AI), augmented reality, and the dynamic landscape of digital leisure practices.

But beyond mere exploration, WL Day 2024 will seek to unravel the profound impact of these technological frontiers on the fundamental aspects of our lives. From well-being and quality of life to community engagement and social relationships, the WL Day 2024 aims to dissect the implications through a multitude of events and activities, which will unfold globally, adopting varied formats that reflect the richness of leisure experiences.

[www.worldleisureday.org](http://www.worldleisureday.org)

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

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## Fostering well-being in the digital age

We acknowledge the rapid evolution of leisure experiences and the need to incorporate emerging technologies in ways that enrich human life. The initiative stands as a reflection of the WLO's dedication to innovation in the field of leisure, ensuring that leisure continues to adapt and thrive in a constantly changing world. It's a mission that seeks to follow and set new trends, encouraging the global community to recognize and seize the opportunities that digital leisure presents for personal growth, cultural exchange, and societal development.

## Navigating Challenges in Digital Leisure

We also recognize the importance of addressing the potential challenges that come with these advancements. Our organization is acutely aware of the delicate balance between leveraging digital opportunities for leisure and ensuring mental health and well-being are safeguarded, preventing the side effects of digital immersion.

## Unleash your creativity!

Whether organizing a virtual art and craft meetup, an online gaming or virtual trivia gathering, a virtual museum tour, a nature digital photography competition, an online dance party, or a virtual reality fitness class, the canvas is yours to paint!

Any event can qualify as a World Leisure Day event, from an individual or group activity to an organization event. The idea is that people can co-create and engage in a variety of activities that highlight the importance of leisure in our daily lives.

The events are open to all audiences, virtually and in person.

# Will you join us?



## How can you participate?

- 1/ Label your event
- 2/ Organize your own event specifically for WL Day
- 3/ Tag us on social media sharing your leisure activities on that day!
- 4/ Join the flagship event at WLCE USP on April 16, from 5 to 7pm (Brazil) [here](#)

*A discussion on Embracing Digital Horizons in Leisure - Exploring the synergy between digital innovations and leisure, imagining new ways to connect, play, and relax in the digital age*

#WLDay

#WLDay2024

#WorldLeisureDay

## How to promote it?

- 1/ Download the WL Day toolkit [here](#)
- 2/ Register your event [here](#)

**And don't forget to fill the Activity Report after the event!**

An initiative of:



In collaboration with:

