

Global Wellness Institute Launches Wellness Moonshot: Destination – A World Free of Preventable Disease

Call to action to eradicate chronic, preventable disease unites health and wellness industries; Wellness Moonshot gained immediate support of health and wellness leaders, including Dr. Richard H. Carmona, 17th Surgeon General of the United States

Palm Beach, FL – October 9, 2017 – Lifestyle related diseases and the continuously skyrocketing cost of healthcare are creating a global crisis that is affecting us both physically and mentally. The stark reality is that roughly 70% of all deaths each year are a result of preventable diseases (CDC), while the global cost of largely preventable chronic disease could reach \$47 trillion by 2030, according to the World Economic Forum.

On the opening day of the 2017 Global Wellness Summit, health and wellness leaders united behind the first global commitment to achieve a world free of preventable disease, a moonshot that is arguably as urgent as it is massive in scope.

“The time has come to pool our resources—knowledge, access, funding—and use our collective megaphone on the world stage to work towards achieving a world free of preventable disease,” said Susie Ellis, Chairman and CEO of the non-profit Global Wellness Institute (GWI). “Unlike President Kennedy’s famous moonshot to send a man to the moon, where it was clear when the ‘mission was accomplished’ – this moonshot will require not one, but many incremental steps forward for humankind.”

Ellis was joined by Dr. Richard H. Carmona, 17th Surgeon General of the United States and current Chief of Health Innovation, Canyon Ranch, in announcing the Wellness Moonshot, which received an enthusiastic response from the 600+ delegates, representing health and wellness across a sea of sectors including fitness, mental wellness and mind-body, nutrition, workplace wellness, technology, complementary medicine, integrative medicine, architecture and real estate, and spa and tourism.

“The world is increasingly plagued by largely preventable chronic diseases, and the crippling economic burden that comes with them. This call to action is absolutely critical, refocusing on humankind’s most pressing need,” said Dr. Carmona. “The Global Wellness Institute is the right organization to launch this moonshot, as it can only be achieved with high-level collaboration in the many health and wellness sectors.”

Dr. Mehmet C. Oz, Professor of Surgery, Columbia University, and host of *The Dr. Oz Show*, reminded delegates, “We have to be brave enough to take on this moonshot – we need to really accelerate (the focus on prevention).” And Dr. Dean Ornish, Founder and President, Preventive Medicine Research Institute, said, “I salute this moonshot and

project. It is a much needed, organized way to create transformation...it's the right idea at the right time.”

As an umbrella organization that brings together often siloed forces and sectors all working to build a healthier world, the GWI will bring the issue of preventable disease to the forefront in its research and education efforts and commitment to forge even more collaborations to create new paths for action. The organization's initial focus will be on information campaigns to bring global attention to the Wellness Moonshot: from which prevention initiatives are most needed, and where – to educating the world about high-impact global projects that are tackling preventable disease, to drive new interest and resources to them. In addition, Ellis noted that GWI would catalyze stakeholders from both the private and public sectors to coordinate, collaborate and commit to the Wellness Moonshot.

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About the Global Wellness Institute: The [Global Wellness Institute](http://www.globalwellnessinstitute.org) (GWI), a non-profit 501(c)(3), is considered the leading global research and educational resource for the global wellness industry, and is known for introducing major industry initiatives and regional events that bring together leaders to chart the future. GWI positively impacts global health and wellness by advocating for both public institutions and businesses that are working to help prevent disease, reduce stress, and enhance overall quality of life. Its mission is to empower wellness worldwide. www.globalwellnessinstitute.org