



GenWell Weekend

September 18-20, 2026

GenWell Weekend is a national campaign led by Canada's Human Connection Movement that encourages Canadians to connect face-to-face with family, friends, neighbours, classmates, and colleagues. It takes place at a time of the year when people can benefit from reconnecting after the slower pace of summer and before the darker, colder days of fall and winter.

GenWell Weekend brings Canadians together around a shared moment to connect, making it easier for everyone to reach out and making the experience more visible, inclusive, and fun for everyone.

HOW CAN YOU PARTICIPATE?

The goal of GenWell Weekend is to provide all Canadians with an excuse and opportunity to reach out and build connection when everyone is working to do the same. Your GenWell gathering doesn't need to be complicated or expensive. Whatever you choose, don't forget to register [here](#)! It could be as simple as taking one of the following actions:

- ✓ Invite a friend, neighbour, colleague, classmate or family member for coffee or a meal.
- ✓ Organize a walk, BBQ, game night, or another simple activity.
- ✓ Reach out to someone you have not connected with in a while and make plans to spend time together.
- ✓ Introduce yourself to someone new in your neighbourhood, workplace, school, or community.
- ✓ Host or participate in a community event that brings people together.
- ✓ Use technology to reach out if distance, mobility, schedules, or other barriers may make an in-person connection difficult.

Every connection matters. By making time for one another, we can help build a more connected, happier, and healthier Canada.

Learn more at: www.GenWellWeekend.org

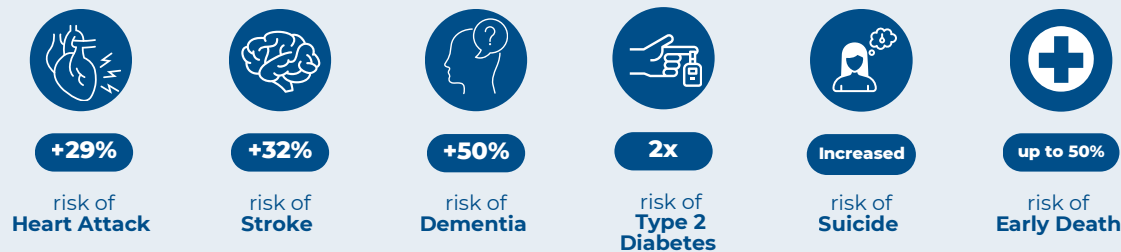
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HUMAN CONNECTION MOVEMENT

THE ISSUE

Research shows that social isolation, disconnection, and loneliness are linked to more serious mental and physical health issues, as well as a lower quality of life.

While Canadians have learned a lot about the importance of eating well, staying active, and caring for mental health, many are less aware of how crucial social connection is for maintaining mental, physical and societal well-being.

Some of the negative health impacts of chronic loneliness include:



52%

of Canadians reported being lonely on a weekly basis.*

*2023 Canadian Social Connection Survey

THE SOLUTION

Engaging in social interactions and forming meaningful relationships can significantly enhance your well-being.

Some of the physical & mental benefits can include:



WHAT ARE WE ASKING?

We are asking Canadians to **register** their intention to bring people together to connect face-to-face. Whether it is you and one person for a coffee, you and 10 for a BBQ, or you and a hundred others for a street-long potluck, at the office or in the classroom, we want to know about it.

On Fridays, we want to inspire classmates and co-workers to get connected. On Saturday and Sunday, we want people to take that message home with them and connect with family, friends, neighbours, and community.

Proud health partners:



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www.GenWellWeekend.org

GenWell Weekend is a GenWell, Canada's Human Connection Movement, campaign.

Our mission is to educate, empower, and catalyze people in Canada about the importance of face-to-face social connections as a proactive step we can all take for our own health and happiness, and the health and happiness of others.

Learn more at: www.genwell.ca

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