

# La Zontiana 2025: A Charity Walk With IIWB Celebrating Community, Heritage, and Empowerment

*A charity walk with the International Institute of Well-Being in Sezzadio to celebrate culture & heritage*

SEZZADIO, ITALY, May 26, 2025

/EINPresswire.com/ -- At the beginning of May, the town of Sezzadio hosted La Zontiana 2025, a journey that brought together community members, students, and international partners for a meaningful charity walk celebrating health, heritage, and community spirit.



The group of La Zontiana 2025

The 2025 edition was organised by Zonta Club Alessandria with the Comune di Sezzadio, and in collaboration with [the International Institute of Well-Being](#) (IIWB), IIWB x SKEMA Business School Executive Education students, and the Association for the Protection of Asian Women in America.

Together, these organisations created a meaningful experience that united families, students, and community members into immersive moments. This year's walk was not just a route through the beautiful Monferrato countryside but a symbolic journey of solidarity and empowerment.

The event supported the "IO POSSO" initiative (I Can), a program promoting self-esteem and resilience among young students.

Participants walked through the scenic Monferrato countryside, with key cultural moments including a guided visit to the historic Abbazia di Santa Giustina and a stop in the Paese del Carnevale, emblematic of Sezzadio's local identity. Throughout the day, the students played an active role in guiding groups and sharing the cultural and historical significance of the sites.

This edition reaffirmed the power of collaboration and community engagement to drive positive

social change, leaving participants with lasting memories and a shared commitment to empowering the next generation.

The International Institute of Well-Being (IIWB) offers education and real-world leadership opportunities designed to foster personal growth, cultural understanding, and community impact. Through partnerships with leading institutions and business schools. It organises a wide range of conferences, workshops, and artisanal, artistic, and intellectual activities worldwide. The association was founded on the work of Dr. Zhang Dazhun, particularly her book "Creating Abundance," published in China in 2012.

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