

Never Give Up Day Redefines the Motivational Sector With a Global Walk of Perseverance

Moving Beyond Inspirational Awareness Campaigns, Never Give Up Day Introduces a New Global Participation Model That Turns Motivation into Meaningful Action.

LOS ANGELES, CA, UNITED STATES, June 10, 2026 /EINPresswire.com/ -- For decades, the motivational sector has inspired millions through books, speeches, videos, podcasts, and social media content encouraging people to persevere, overcome adversity, and pursue their dreams.

Yet despite the popularity of motivational content, most people consume inspiration passively.

[Never Give Up Day](#) believes it is time for something more.



#NeverGiveUpDay

This [August 18](#), Never Give Up Day is redefining the motivational sector by launching the [Global Walk of Perseverance](#), a worldwide participatory movement that invites people to move beyond inspiration and physically express what they refuse to give up on.

At the center of the initiative is the newly launched Walk of Perseverance Interactive Map, the world's first global map dedicated to perseverance, allowing people, organizations, charities, schools, sports clubs, businesses, and communities to create or join walks connected to the people, dreams, causes, goals, and futures they refuse to abandon.

Rather than simply sharing a motivational quote, participants are invited to take a meaningful step forward.

Whether someone is rebuilding their life after a setback, recovering from illness, pursuing a dream, supporting a loved one, fighting for a charitable cause, or simply refusing to give up during a difficult chapter of life, the walk provides a visible and symbolic way to express that commitment.

"Motivation has inspired people for generations, but inspiration alone is often not enough," said Alain Horoit, Founder of Never Give Up Day. "The next evolution of motivation is participation. When someone takes a step for something they refuse to give up on, motivation becomes action, action becomes commitment, and commitment becomes momentum."



Observed annually on August 18, Never Give Up Day has grown into a global celebration of perseverance, resilience, determination, and the courage to continue despite setbacks and adversity. The day has already been officially proclaimed by more than 137 U.S. and Canadian cities and continues to gain international recognition.

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Motivation inspires people. Participation transforms them. The Walk of Perseverance was created to turn the most powerful message "Never Give Up" into a visible action that anyone, anywhere can take"
Alain Horoit, Founder of Never Give Up Day

The launch of the Global Walk of Perseverance marks a significant milestone in the movement's evolution.

Instead of simply recognizing perseverance, people are now invited to experience it.

Participants can join from anywhere in the world.

There is no central location.

No required distance.

No competition.

No pressure.

People can walk from their own city, neighborhood, workplace, school, university campus, park, or community. They can walk alone, with friends, with family, with colleagues, or as part of a larger group.

What unites participants is not where they walk, but why they walk.

Many people carry their struggles silently. Many continue pursuing goals that nobody else sees. Many support loved ones, care for family members, fight illnesses, rebuild careers, recover from losses, or dedicate themselves to causes they deeply believe in.

The Global Walk of Perseverance gives those invisible commitments a visible expression.

Every step becomes symbolic.
Every step represents moving forward.

Every step represents hope.

Every step represents the decision to keep going.

The initiative is also attracting interest from cities, ambassadors, charitable organizations, community groups, educational institutions, and businesses seeking new ways to engage their communities around positive values and shared purpose.

Through the Interactive Map, participants can explore walks taking place around the world and discover how others are expressing perseverance in their own lives and communities.

According to Horoit, this collective visibility is what makes the initiative unique.

"For the first time, people can see perseverance happening around the world in real time. They

This Never Give Up Day, make it a family ritual.

A walk. A photo. A message. Because that's how you teach kids to never give up.



#NeverGiveUpDay

ESTE 18 DE AGOSTO, DÍA DE NUNCA RENDIRSE, EL MUNDO CAMINA POR LO QUE MÁS IMPORTA.

www.diadenuncarendirse.com



#NeverGiveUpDay

can see cities, organizations, communities, and individuals standing behind the people, dreams, causes, and goals they refuse to give up on. Perseverance is one of humanity's most important qualities, yet it is rarely acknowledged, celebrated, or rewarded. The Walk of Perseverance changes that."

The movement arrives at a time when many people are searching for encouragement, connection, and purpose.

While social media often rewards achievement, the Walk of Perseverance shines a light on the journey itself—the effort, determination, and resilience required to keep moving forward.



YOU DIDN'T GIVE UP
Join the global walk of Perseverance

walk.nevergiveupday.com

#NeverGiveUpDay

This August 18, participants are invited to do more than say "Never Give Up." They are invited to walk it.

People interested in exploring the Interactive Map, creating a walk, or joining an existing walk can visit: walk.nevergiveupday.com

About Never Give Up Day:

Never Give Up Day is observed annually on August 18 and celebrates perseverance, resilience, determination, and the courage to keep moving forward despite adversity. Through the Global Walk of Perseverance, the movement invites people around the world to take a symbolic step for the people, causes, dreams, and goals they refuse to give up on.

Alain Horoit

NEVER GIVE UP DAY

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