

Natura 2020 Tourist Association

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Follow us: **I LOVE Natura 2020 – Wood. Stone. Water**

INVITATION

PERSONALIZED PRESS CONFERENCE – TAILORED FOR YOU

World Pharmacy Day (Sept 25) & World Tourism Day (Sept 27)

Location & Date: Ruše, Šumik Primeval Forest | Sept 25–27, 2025 (CET)

Duration: Up to 5 hours

Dear media representatives, journalists, and online influencers,

At a time when the world reflects on the importance of pharmacy and tourism, we invite you to a unique press conference. From September 25 to 27, we will reveal how the philosophy **Gnothi seauton** intertwines sustainability, science, and personal growth into a vision for the future.

The conference will take place in the **Šumik Primeval Forest** – the home of alchemy, the birthplace of **Prof. Franc Minařik**, a pioneer of Slovenian pharmacy, and the setting of three world wonders: **Golden Waterfall, Triple Rock Face, and the Murmuring Pearl of Pohorje** – unique in the world.

This event gives you first-hand insight into the story of the **Natura 2020 Association** and a live experience of **Gnothi seauton** led by the author himself. The conference is designed specifically for media professionals and provides exclusive **I LOVE Natura 2020** content to enrich your reports with unique stories, insights, and experiences.

Purpose and Objectives of the Press Conference

- Present the story of nature, sustainability, and the healing power of the Šumik Primeval Forest.
- Highlight the association's innovative approaches to education, sustainable tourism, and cosmopolitan leadership (**Gnothi seauton**).
- Provide a personalized experience for media, including visits to the locations of three world wonders.
- Ensure your reports reflect uniqueness, exclusivity, and premium content.

What Awaits You

-  Exclusive access to the locations of the three world wonders in Šumik Primeval Forest.
-  Guided experiential learning and mirrored learning following the **Gnothi seauton** principle – a combination of nature, history, and wisdom.

-  Opportunities for interviews with association leaders and experts in sustainability, healthcare, and culture.
-  Unique material for reports that will captivate your audience.

Why This Press Conference Is Different

Every media participant will receive a **personalized experience**, unlike any other event. The conference combines:

- Natural wonder
- Cultural heritage
- Local legends
- Practical wisdom

The Three World Wonders of Šumik Primeval Forest

-  **Golden Waterfall – Lobnica:** Once a year at Globokar's Sawmill, the waters turn golden; a symbol of alchemy and the mystical miracle of nature.
-  **Triple Rock Face of the Waterman Jezernik:** Carved into a 24-meter-high rock next to Veliki Šumik waterfall; symbolizing the connection of the water cycle from **Black Lake to the Black Sea**.
-  **Murmuring Pearl of Pohorje:** A 400-million-year-old geological pearl of Lobnica; locally said to symbolize healing power, sustainability, and life itself.

Together, these three wonders create a **unique I LOVE Natura 2020 experience: Wood. Stone. Water**, where history, alchemy, and the mystique of nature converge.

Historical, Research, and Cultural Pulse

- In the **Novi Benediktov Dol glassworks**, pioneer **Prof. Franc Minařík** was born along the Lobnica torrent.
- Poet **Janko Glazer** captured the spirit of Pohorje in his poetry, immortalizing natural beauty as cultural heritage.
- **Milan Robič**, author of the **Gnothi seauton trilogy**, explores knowledge management and leadership through the lens of sustainability and wisdom.

Learning and Experiencing Through Gnothi seauton Principles

- **Sue tempore** – Be at the right place at the right time
- **Sectio aurea** – Achieve balance
- **Studium generale** – Create an unforgettable experience

Main Outcomes:

- ✧ Soul cleansed
- ✧ Spirit illuminated
- ✧ Priorities become clear
- ✧ Enhance creativity and competitiveness

Become Part of the Story

As a media professional, journalist, or online influencer creating unique reports:

- Every contact, article, or post is a seed for innovation and spreading the values of **Natura 2020**.
- Presence and exclusivity are the ultimate brand – your contribution shapes a millennia-long impact.
- Thank you for spreading awareness about the vital work of an association funded entirely **without public budget support**.
- The event also engages sponsors, donors, and supporters to join the movement and co-create sustainable values.

More Information & Registration

 <https://natura2020.si>

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p.s. We welcome collaboration **all year round** – not just during the organized event. 