

**FOR IMMEDIATE RELEASE**

**Applications are Now Open for the TreeHugging World Championships – August 23, 2025**

*Applications are now open for the sixth TreeHugging World Championships held at HaliPuu in Levi, Lapland, northern Finland. Come represent your country or area and become the World Champion in the most embracing sport ever!*

These days, it seems many people have forgotten how deeply we rely on each other – and on the well-being of the planet we all share. Connecting with trees, nature, and fellow human beings is an essential life skill that deserves to be recognized and celebrated, wherever we live. Combining lighthearted, sustainable fun, and the benefits of spending time in nature, [HaliPuu](#) created and has been organizing the TreeHugging World Championships since 2020. The company's intent is to act as a connector between nature and people, and it hopes to help individuals find their ideal way of experiencing the love of all kinds of trees – wild, planted, gardens, forests, parks – in their own communities, as well. HaliPuu has been awarded the [Finnish Social Enterprise Mark](#), given to select companies founded to solve social and environmental problems, dedicating most of their profits to this purpose.

**The TreeHugging World Championships 2025 will be held at the HaliPuu forest in Levi on August 23<sup>rd</sup>.** Participation in the event is free for all, and the application form can be found at <https://www.halipuu.com/treehuggingworldchampionships/>. This year's competition will include last year's Online TreeHugging World Champion, Nuria from Spain, who will showcase her skills alongside participants from Scotland, Ghana, Finland, and beyond. Once you apply for participation, you will receive an email with all the necessary details.

The competitors will take part in three sports:

- Speedhugging: Most trees hugged in 60 seconds, each hug lasting minimum five seconds
- Dedication: Most dedicated hug of a specific tree lasting maximum 60 seconds
- Freestyle: Most creative hug – style is open to contestant's own interpretation, one tree only, lasting maximum 60 seconds

The overall winner will be crowned as the TreeHugging World Champion 2025.

While HaliPuu selects the participants that will be invited to attend the physical event in Levi, everyone around the world is welcome to participate in the **online TreeHugging Championships** coinciding with the live championship event. The online event is a photo contest offering a chance to win great prizes and an invitation to participate in the 2026 live championships.

**About the organizers:** HaliPuu is a small, family-owned company with a big heart. Founded in 2015 and based in Lapland, the organization began as an effort to protect the family's own forest from felling. Since then, it has expanded its mission to promote the experience and benefits of trees – both in their own forest, as well as globally through online initiatives. In fact, the name HaliPuu is Finnish for “a hugging tree,” and the forest is located in the area of Finnish Lapland, which is known for having the cleanest measured air on the inhabited planet. HaliPuu is currently setting up an international association that works together globally with companies and organizations to create their own treehugging competitions and to increase nature awareness on the grassroots level.

In addition to the TreeHugging World Championships, HaliPuu is known for its creativity and global appeal – capturing widespread attention with playful, purpose-driven initiatives that spotlight nature, sustainability, and community connection.

The company’s latest award-winning, unique travel experience is the **HaliPuu Sleepover Hangout**. This includes a night spent sleeping outdoors under the stars – or auroras if you are super lucky – in the safety of the HaliPuu forest. The experience includes everything guests need, from hammocks and equipment to a knowledgeable guide.

HaliPuu’s forest-inspired drink products and other treats are legendary and have earned them a rare spot in the Gastro Obscura guidebook. In 2022, HaliPuu won the [Global Culinary Travel Awards](#) in the category “Best Focus on Wine & Beverages in Culinary Travel.” HaliPuu was also one of the key featured stops in TV super-chef Gordon Ramsay and friends’ pre-Christmas special *Gordon, Gino and Fred: Desperately Seeking Santa*, during which Ramsay declared the HaliPuu Campfire Barista’s latte to be “lovely” and “exquisite.”

The 2025 World Championships kick off the National Finnish TreeHugging Week, celebrated annually since 2016.

More details on the TreeHugging World Championships 2025 will be published on <https://www.halipuu.com/treehuggingworldchampionships/>, and you can follow along on social with the hashtags **#TreeHugging2025 #HaliPuu**.

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**More information:**

[www.HaliPuu.com](http://www.HaliPuu.com)

[www.campfirebarista.com](http://www.campfirebarista.com)

[instagram.com/halipuu/](https://www.instagram.com/halipuu/)

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