

May 30, 2018

Wednesday

From 0 a.m. to 9 p.m.

Coordinated worldwide by **TAFISA-The Association For International Sport for All** - and on the American Continent by Sesc São Paulo with the support of the **ISCA - International Sport and Culture Association** - the Challenge Day is an initiative to encourage the practice of physical activity and sports aiming to reduce physical inactivity.

Established in Brazil by law No. 13,465/2018, the National Challenge Day is a campaign that happens on the last Wednesday of May, performed through a competition among cities with the goal of mobilizing as many people as possible in physical and sports activity.

The activities of Challenge Day are carried out by municipalities, in partnership with public and private institutions with the participation of the entire society.

Find out about the locations and hours of programming.

**Your participation counts for the result of the city.
Accept the challenge!**

Challenge Day 2018

TAKE PART!

#diadodesafio
diadodesafio.org.br
facebook.com/oDiadoDesafio

Initiative:



Coordination:



Accomplishment:

CITY HALL

Support:



Representação
no Brasil

Challenge Day

MOVE AND
THE
WORLD
WILL MOVE
WITH
YOU

May 30, 2018



To be in the mood is very simple: practice any kind of physical or sportive activity on May 30, from 0 a.m. to 9 p.m. and register your participation!

Any kind of activity is valid to set the body in movement

Walking, cycling, running, among others;

Water activities such as swimming, gymnastics and games in swimming pools;

Classes of martial arts such as judo, karate, taekwondo, kung-fu;

Corporal practices: yoga, tai-chi-chuan, lian gong;

Festivals, tournaments and championships of many traditional or adapted sports as athletics, football, basketball, volleyball, handball, tennis, etc.;

Gymkhanas;

Popular and cultural games;

Rhythm classes;

Activities in companies;

And many others!

Participation Register

As soon as you finish the activity, register your participation. This is important to help the city reach a high level of partaking.

There should be special registering spots to receive your input at the venues where the activities take place, in public areas, e-mail, phone or fax. The winner will be the city that reaches the highest percentage of participants in relation to its total of inhabitants.

The final results of this challenge will be released by the local media and the Challenge Day website: diadodesafio.org.br

Accept this challenge for other days of the year.



Participant countries in American Continent:

Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, El Salvador, Ecuador, Falkland Islands, Guatemala, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Puerto Rico, Suriname, United States, Uruguay and Venezuela