



# Challenge Day

MAY 31<sup>ST</sup>, 2023

**MUCH MORE THAN A DAY!**

COORDINATOR'S GUIDE



## About Challenge Day

On May 31, 2023, the 29th edition of Challenge Day will be held, a global campaign to promote sports and physical activities, carried out by public and private institutions in various countries of the American Continent.

The campaign is a global initiative of TAFISA - The Association For International Sport for All, coordinated in the American continent by Sesc São Paulo with the support of ISCA - International Association of Sport and Culture - and UNESCO - United Nations Educational, Scientific and Cultural Organization.

One of its key roles is to strengthen relationships among cities, institutions, and people through free events designed for all ages and levels of practice that have the ability to present resources (informational, material, and human) for adherence and maintenance of regular physical activity as part of people's lifestyle.

In this edition, the idea is to emphasize the campaign as a tool to raise awareness among public managers and institutions to develop goals and objectives according to the local reality of each participating organization and thus use Challenge Day as means and end to achieve them.

The importance of events' day remains fundamental, however, it becomes essential that participants, leaders, and coordinators stay in contact throughout the year to advance in the elaboration of proposals and deepen their view on new possibilities for the appropriation of physical spaces that contribute to communities in search of more human, inclusive and democratic territories.

Challenge Day: much more than a day!



## How it started...

Since the winter of 1983 in Saskatoon - Canada was very rigorous, the mayor recommended that everyone go for a walk around the city to stimulate interaction and warming of the residents.

The following year, the neighboring city adopted this practice and, this way established Challenge Day

**1995** Sesc begins to coordinate activities in Brazil.

**1997** Sesc begins to coordinate the campaign in Latin America.

**2000** Sesc takes over coordination in the American continent.

## Who Participates

Government entities at the local and regional level, civil society organizations, companies, universities, and all people in the American continent are invited to organize and develop initiatives that promote sports and physical activities.

## Registration

The enrollment of cities, public administrations, companies, and civil society organizations, among others, must be carried out through an online form available on the website **diadodesafio.org.br/en** under the “Take Part” tab starting May 1.

## **Registration of Participation**

Fill out the specific form, which will be available starting May 31 on the website [diadodesafio.org.br/en](http://diadodesafio.org.br/en) under the “Registration of Participation” tab.

## **How to Participate?**

Participants can organize any physical sports activity, individual or group, aimed at all ages, and physical, social, and economic conditions.

A decorative graphic on the left side of the page consists of a grid of orange shapes on a green background. The shapes are triangles and trapezoids of various sizes, arranged in a pattern that resembles a staircase or a series of steps. The triangles are oriented with their hypotenuses facing the right or left, creating a dynamic, geometric look.

## Promotion

Use official logos that are available on the website [diadodesafio.org.br/en](http://diadodesafio.org.br/en) under the “downloads” tab for printing graphic pieces or making t-shirts

## On social media

Share your activities using  
[#ChallengeDay](#)

## Find out more on:

[diadodesafio.org.br/en](http://diadodesafio.org.br/en)  
[instagram.com/EsporteSescSP](https://www.instagram.com/EsporteSescSP)

## **Sesc – Social Service of the Commerce**

Regional Administration in the State of São Paulo

President of the Regional Council

**Abram Szajman**

Regional Director

**Danilo Santos de Miranda**

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## **Coordinating Center Of Challenge Day For The American Continent**

### **Sesc – Regional Administration in the State of São Paulo**

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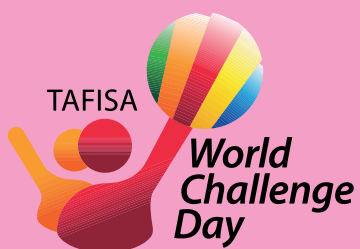
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INITIATIVE:



COORDINATION IN THE  
AMERICAN CONTINENT:



ACCOMPLISHMENT:

CITY HALL

SUPPORT:

