

Dia do Desafio

29 DE MAIO DE 2024

Challenge Day

MAY 29TH, 2024

Día del Desafío

29 DE MAYO DE 2024

Dear Partner,

Sesc São Paulo coordinates the Challenge Day in the American Continent, a global initiative by TAFISA (The Association For International Sport for All) with institutional support from ISCA (International Sport and Culture Association) and UNESCO (United Nations Educational, Scientific and Cultural Organization).

In 2024, the campaign reaches its 30th edition on May 29th and involves the participation of over 3,500 public and private organizations across 14 countries, crucial for promoting actions to encourage regular sports practice.

With the theme "Get into the Challenge," the campaign aims to stimulate the development of actions where Sesc units and partner organizations from the public, private, and third sectors are invited to engage in Challenge Day and promote activities that encourage physical and sports activities during leisure time.

This year, the campaign revolves around three main themes: the WHO Healthy Cities movement, the promotion of Recreational Physical Activity and Utilitarian Physical Activity concepts, and the modes of transportation related to running, walking, and cycling.

In addition to the day's program, the campaign includes regional launches of Challenge Day, aiming to deepen and discuss the edition's concept and bring together managers and partners involved in the actions that will take place on 4 different dates:

April 23 - Sesc São José do Rio Preto

April 25 - Sesc Sorocaba

April 30 - Sesc Belenzinho

May 07 - Virtual (with translation into Spanish and English)

In this sense, considering another edition of Challenge Day, we would like to invite you to be part of this movement in favor of more active people and communities!

Guidance on institutional aspects, as well as confirmation for participation in activities, can be obtained on the website www.diadodesafio.org.br and with the Challenge Day Coordination for the American Continent, via email: claudia.campos@sescsp.org.br and diadodesafio@sescsp.org.br.

Challenge Day: Jump into the Challenge!

Sincerely,



Carolina Seixas da Silva Nicolau

Coordinator of Challenge Day for the American Continent São Paulo - SP - Brazil

INITIATIVE:



COORDINATION IN THE AMERICAN CONTINENT:



ACCOMPLISHMENT:

CITY HALL

SUPPORT:

