



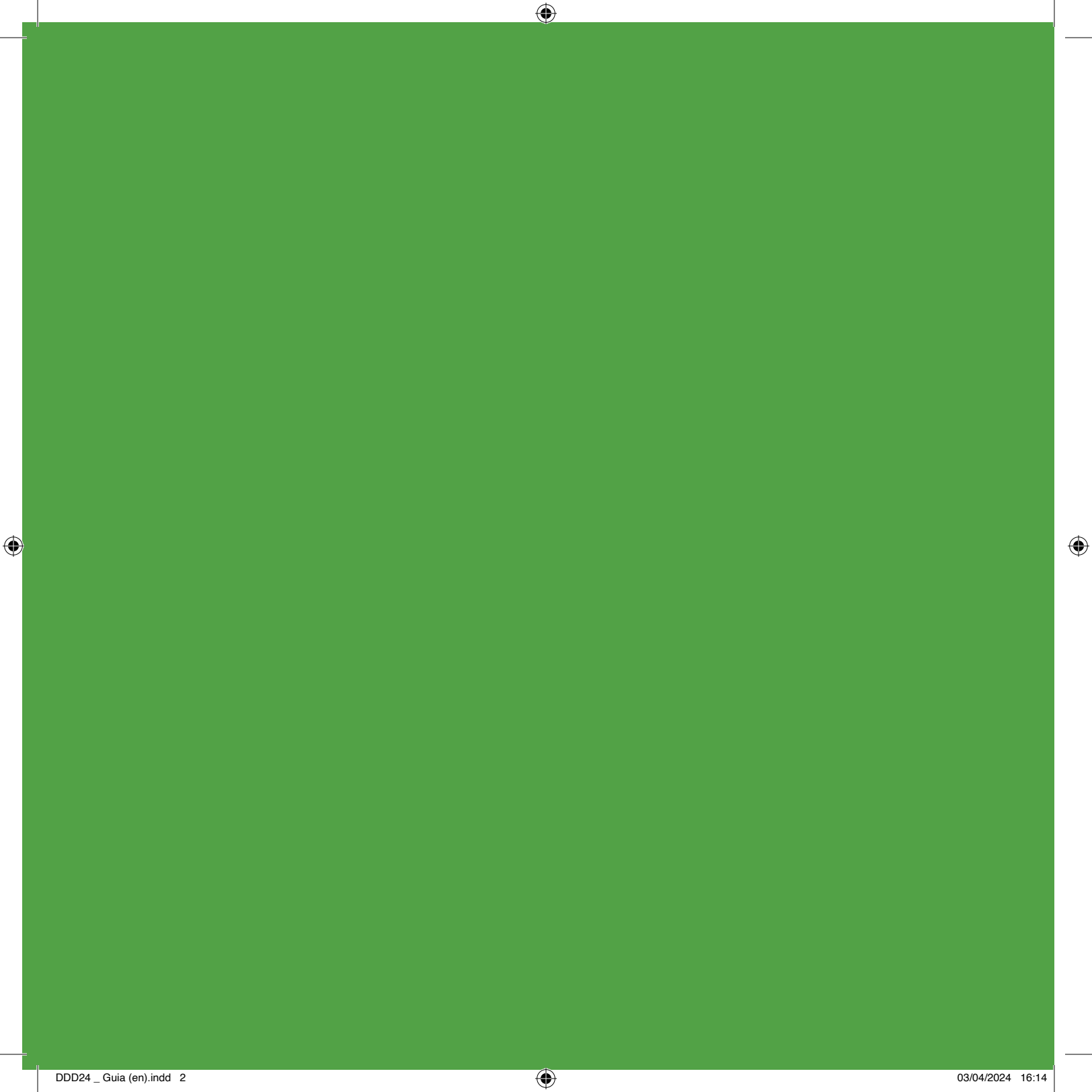
# Challenge Day



**JUMP INTO THE CHALLENGE**

**MAY 29TH, 2024**

**COORDINATOR'S GUIDE**



## About the Challenge Day

On May 29th, the Challenge Day celebrates its 30th edition with the participation of over 3500 public and private organizations across 14 countries.

The campaign is a global initiative by TAFISA (The Association For International Sport for All), which in the American Continent is coordinated by Sesc SP and receives institutional support from ISCA (International Sport and Culture Association) and UNESCO (United Nations Educational, Scientific and Cultural Organization).

One of its fundamental roles is to strengthen the relationships between cities, institutions, and individuals by offering free events for all ages and levels of practice, capable of providing resources (information, materials, and personnel) to encourage and maintain regular physical activity as part of people's lifestyles.

In this edition, we aim to stimulate the development of actions based on three main pillars:

The **Healthy Cities Movement of the World Health Organization**, established in 1986 and coordinated in the Americas by the Pan American Health Organization (PAHO), provides indicators and information for managers to create systems in their cities that encourage the adoption of healthy habits, such as regular sports and physical activities, based on four key areas of reflection: sustainability, lifestyle, urban planning, and sustainable architecture.

The **promotion of the concepts of Recreational Physical Activity** (practiced in leisure time, guided by pleasure and spontaneity) **and Utilitarian Physical Activity** (practiced both in leisure time and in everyday activities, such as actively moving around the city, exploring a region, performing daily tasks, and working).

The **modes of transportation (walking, running, and cycling)** that provide conditions for the practice of utilitarian physical activity, are important tools in creating a movement routine that brings real health benefits to people.

The importance of the event day remains fundamental; however, it becomes essential for participants, managers, and coordinators to stay in touch throughout the year, advancing in the development of proposals and deepening their understanding of new possibilities for the appropriation of physical spaces that contribute to communities in the pursuit of more humane, inclusive, and democratic territories.

Challenge Day: Jump into the challenge!

## How it all began...

The winter of 1983 in Saskatoon, Canada, was particularly cold. With the desire to encourage people to interact and warm up while moving, the mayor suggested that everyone take a walk around the city.

The following year, the neighboring city joined in the fun, and thus, the essence of Challenge Day was born

**1995** Sesc begins coordinating activities in Brazil.

**1997** Sesc starts coordinating the campaign in Latin America.

**2000** Sesc takes over coordination across the entire American continent.

**2018** Creation of the National Challenge Day, via bill No. 13.645.

**2020** End of competitions between cities.

**2023** Beginning of the triennium goals 2023/2025

## Who participates

Government entities at the municipal and state levels, civil society organizations, businesses, universities, and individuals from across the Americas are invited to organize and carry out activities that encourage the practice of physical and sports activities

## Registration

The participation of cities, public administrations, companies, civil society organizations, among others, must be done through the online form available on the website [www.diadodesafio.org.br](http://www.diadodesafio.org.br), under the "Subscribe" tab, starting from March 29th.

## Participation registration

Simply fill out the specific form available starting from May 30th on the website [www.diadodesafio.org.br](http://www.diadodesafio.org.br) under the "Participation Registration" tab.

## To organize challenge day

Participants can organize any physical or sports activity, individual or group, for all age groups, physical conditions, social, and economic backgrounds.

## Communication

### Visual identity package

You can find a variety of promotional materials on the Challenge Day website at [www.diadodesafio.org.br/downloads](http://www.diadodesafio.org.br/downloads)

- Templates for banners, posters, and flyers for social media and print;
- T-shirt artwork suggestions;
- Press releases;
- Promotional videos in a variety of formats.

### On social media

Share your action using the hashtag #ChallengeDay

### News and exclusive content

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

## **Sesc – Serviço Social do Comércio**

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### **Director of the Regional Department**

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## **Challenge Day Coordination Center for the Americas**

Sesc - Regional Department in the State of São Paulo

Physical-Sports Development Management

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INITIATIVE:



COORDINATION IN THE  
AMERICAN CONTINENT:



ACCOMPLISHMENT:

CITY HALL

SUPPORT:

