

MOTIVATION LETTER

Maria Luiza Souza Dias

Sesc São Paulo – Manager of Physical and Sportive Development

ISCA Vice President

With the willingness to continue working in the ISCA Executive Committee, I would enjoy having the opportunity to be re-elected once again as ISCA Vice President. Through this letter, I want to introduce myself, showing my strong interest in contributing to the dissemination of the worldwide Sport for All movement.

My life's story plus my academic background and professional career, has brought me learnings, challenges and experiences that has been relevant to my deep involvement in the sports area, besides to contribute to my personal growth.

I work as Regional Manager of Sports at SESC in the State of São Paulo. Sesc – Serviço Social do Comercio – is a private and nonprofit institution of National scope with the main objective of promoting the welfare and better quality of life for its target audience, through its actions and initiatives in the field of sports, culture and health. In São Paulo State, Sesc has more than 2 million members.

Sport and physical activity as a meeting place, coexistence, enjoyment and diversity, search for a healthier lifestyle and the exercise of citizenship has guided our wide range of actions that include the coordination and promotion of physical activity Campaigns, such as the Challenge Day and the MOVE Week.

Furthermore, through the participation in different events and meetings at national and international level, we have built a valuable network with different organizations, which has resulted in relevant partnerships for sharing good practices.

Considering my journey, the fruitful experiences and strong belief in the values of ISCA, I am motivated to continue contribute with the important mission of the Association.