



Ct STS GDFE/2465

São Paulo, August 27th, 2019.

Dear Nominating Committee,

I am pleased to nominate Maria Luiza, manager of Sports of Sesc São Paulo – Serviço Social do Comércio – in the State of São Paulo, as a candidate for Isca Vice President for the period 2019 – 2021.

Sesc is the result of an innovative initiative whose originality is acknowledged for other institutions all over Brazil and worldwide. It's a private and nonprofit institution of National scope aimed at serving the public interest. Created and maintained by the business community of the goods, services and tourism industry, with the primary objective of promoting the welfare, civic engagement and an improved quality of life of workers in this economic sector.

In Brazil, Sesc counts with more than 700 centers, being 43 in São Paulo State, dedicated to culture, sports, health and food, children and youth development, senior citizens and social tourism, among others.

Furthermore, Sesc creates experiences and opportunities through non-formal education that are open to all social classes and ages: children, young people, adults and senior citizens. Physical activity and sports are part of Sesc's continuous educational programming, in which anyone, regardless of age, can enjoy a feeling of inclusion while participating in the sport of his or her choice.

Maria Luiza leads the initiatives in sports and physical activity and holds its management at Sesc São Paulo, besides coordinating other projects and actions in partnership with different organizations from Latin America. With Isca, Sesc has the common goal of promoting the Sport for All, in benefit of a better quality of life of all citizens and communities. As a result, the institutional relationship between Sesc São Paulo and Isca has become increasingly strong.

It is important to highlight the achievements of Maria Luiza, through her leadership in the permanent programs of Sesc São Paulo, projects, campaigns, events, amongst others, bringing also the institution recognition at national and international level.

An important aspect to be considered is that Maria Luiza has acquired important learnings and experiences in the Sport for All actions and projects she has been engaged, especially in Latin America. Besides that, she participates as a speaker of many national and international Congresses, Seminars, Symposiums, among others, which also contributes to increase and strengthen our institutional network.

I would like to recommend Maria Luiza as a candidate for Isca Vice President. She is vital for the fruitful institutional relation with Isca that has resulted in effective and successful actions, added to the expertise, knowledge, experiences and a good dialogue in the Isca Executive Committee.

Sincerely



Danilo Santos de Miranda
Regional Director
Sesc São Paulo