

Ct STS GDFE/2154

São Paulo, August 29th, 2013.

ISCA – International Sport and Culture Association

Dear Nominating Committee,

Hereby I would like to nominate Maria Luiza as a candidate to Vice President of ISCA, taking into account her large experience in working on the promotion of Physical Activity and Sport for All, especially in the American Continent.

In 2008 Maria Luiza was elected as Chairwoman of the ISCA Latin American Committee, where she had the opportunity to share experiences among other ISCA members, as well as develop Sport for All actions along with ISCA members from Latin America. Also, she joined the international cooperation through the ISCA networks, as well as to spread ISCA mission and values all over the world.

Since 2011 Maria Luiza has held the position of Vice President of ISCA and has contributed to the ISCA actions in the field of SFA.

At SESC, Social Service of Commerce in São Paulo State, Maria Luiza is manager of Physical and Sportive Development and has made important and great achievements, where we can highlight two important initiatives under her leadership:

Challenge Day: a worldwide campaign to incentive the practice of sports and physical activities, aiming to raise awareness about the importance of active living and healthy habits. It happens in five continents, always on the last Wednesday of May, counting on ISCA institutional support among others partners.

MOVE Brazil Campaign (2012 – 2016), which are taking into account the mega sportive events to be held in Brazil in the coming years. SESC has launched this Campaign in partnership with other public and private partners to incentive the permanent practice of physical activity and sport among the Brazilians citizens. MOVE Brazil was inspired by the “NowWeMove” Campaign (2012 – 2020).

Then, considering the Maria Luiza’s experience, dedication and commitment at Sesc, I strongly recommend her for a candidate to Vice President of ISCA.

Sincerely,



Luiz Deoclécio Massaro Galina
Acting Director
Regional Department