



Ct STS GDFE/2477

São Paulo, September 17<sup>th</sup> de 2015.

Dear Nominating Committee:

I am pleased to nominate Maria Luiza, manager of Physical and Sportive Development from Sesc São Paulo, as a candidate for Vice President of ISCA for the period 2015 – 2017. Sesc is a private and non-profit organization of national scope that acts in several areas, mainly related to the cultural, sports and leisure, where its actions are directed to all publics, of all age groups and social strata. Sesc establishes many institutional relationships with different national and international organizations.

In the field of Sports and Physical Activity promotion, Sesc has increased its Network of partners at national and international level, mainly through its representation in events, for example Congresses, Seminars and other activities where Sport for All was a motto, Maria Luiza has participated as speaker at most of them. Her engagement has provided to her opportunities to share knowledge and experiences with other leaderships in Sport for All, which also has provided learning and good experiences to our organization.

Due to the strong involvement in the Sport For All movement, she has disseminated the message of the importance of physical activity and sport practicing, through the development of different actions, projects and other initiatives in this area, aiming to fight the high level of sedentariness, especially in Brazil.

As an example, we would like to highlight the Move Brasil, a Sport for All campaign launched in 2012 during the Move Congress. It's an initiative of Sesc in partnership with other public and private partners, with the goal to increase the number of Brazilians practicing sports.

This Brazilian Campaign goes in the same direction and was inspired by the 'NowWeMove' Campaign. Now the outcomes are many and fruitful joint actions, like the "Youth on the Move" project. For the Brasil Move Week 2015 it's already planned over 5.000 activities. Move Brasil was also motivated by the major sports events hosted in our country, the World Cup (2014) and the Olympic Games to be held in 2016.

In the American Continent for instance, Sesc has an important task, through the coordination of Challenge Day, a worldwide Campaign, with the goal to contribute to increase the number

of practitioners in sport and physical activity, aiming to improve the people quality of life. In 2015, Challenge Day gathered 3.421 cities in 22 countries and counted the participation of over 49 million persons.

At National level, Sesc has been recognized as an important organization in the development of actions, projects and other initiatives, where I can outstanding the leadership of Maria Luiza in National Actions, like the participation of Sesc in the National Diagnosis of Sport survey, a guiding document for the Development of a National System of Sport, in which we are contributing in a good way from our experiences and knowledge.

For sure, our participation in ISCA, an association in which we share values, has brought us excellent opportunities of building bridges between different Sport for All organizations in worldwide.

Then, considering the Maria Luiza's willingness to take on new challenges as well as her management, expertise, knowledge and planning capacity, demonstrated through her collaboration with the ISCA Executive Committee, I recommend her as candidate for Vice President of ISCA.

Sincerely,



Danilo Santos de Miranda  
Director  
Regional Department