

## **MOTIVATION LETTER**

**Maria Luiza Souza Dias**

My name is Maria Luiza Souza Dias, and I am Manager of Sports at Sesc – Serviço Social do Comercio – in the State of São Paulo. I am currently ISCA Vice President, a member of the Board of Directors of WLO – World Leisure Organization –, besides a member of ABQV – Associação Brasileira de Qualidade de Vida – and the social organization of culture IDBrasil Cultura, Educação e Esporte.

I am proud to act as Sports Manager of Sesc, a private and nonprofit institution of National scope. Our mission is to provide services that contribute to our clients' and communities' well-being to improve their quality of life, through the development of actions and initiatives in the field of sports, culture, and health, and we reach 2 million members.

Besides the permanent institutional programs, I can share examples of international campaigns I coordinate in the American Continent, which are “Challenge Day” (since 1995), “MOVE Week” (since 2015), and the first edition of the World Leisure Day in 2021.

My whole life has always been connected to sport to sports and physical activity. My academic background combined with my professional career has brought me learnings and relevant experiences that contribute to my personal and professional growth.

Besides introducing myself, I am going to share my willingness in the Sport for All promotion worldwide. Throughout my trajectory, I had the chance to deal with different outstanding challenges at the national and international levels but last year, due to this worldwide Covid19 pandemic period, I became even more aware of the importance of having an international grassroots sports network that ISCA promotes.

As never before, sports and physical activity could help tackle these moments of uncertainty in people's lives and promote harmony and well-being.

In addition, my participation in ISCA and outside Brazil commissions related to sports, besides my attendance in several events and meetings, has increased Sesc's institutional network with organizations of different levels. The valuable network we have building has brought us significant opportunities for sharing good practices and knowledge transfer in fields such as Grassroots Sports Diplomacy, Social Inclusion through Sports, Youth Engagement and Youth Volunteering, among others.

In conclusion, considering my journey in the sports field and strong belief in ISCA values, mission, and potentialities, it would be great to have the opportunity to be re-elected once again as Vice President of ISCA.

A handwritten signature in black ink, appearing to be 'Lu' or 'Luiza', written in a cursive style.

Yours sincerely,

Maria Luiza.