

Ct STS GDFE/2268

São Paulo, August 15<sup>th</sup>, 2017.

Dear Nominating Committee,

Hereby, I wish to nominate Maria Luiza Souza Dias, manager of Physical and Sportive Development of Serviço Social do Comércio – Sesc – in São Paulo State, as a candidate for Vice President of Isca for the period 2017 – 2019.

Sesc is a private and nonprofit institution with the primary objective of promoting welfare, civic engagement and a better quality of life for those who work in the sector of commerce and services. The activities offered by Sesc are open to people from all social classes and ages.

Currently, Sesc has in São Paulo State 38 cultural and sports centers, a TV channel (SescTV), a Publisher (Edições Sesc), a music record label (Selo Sesc) and a Research and Training Center (Centro de Pesquisa e Formação – CPF).

At Sesc, Maria Luiza acts as manager of the physical activity and sports area, where we develop a considerable number of permanent programs, campaigns, cultural sportive events, such as Congresses, Seminars, among others, which bring us recognition at national and international level.

It is also important to highlight the international accomplishments of Sesc under Maria Luiza's leadership, as following:

- Challenge Day: a worldwide campaign that aims to increase the number of people active through the practice of sports and physical activity in benefit of better quality of life. Maria Luiza represents Sesc in the coordination of this campaign in the American Continent. In 2017, Challenge Day gathered 3.469 cities in 19 countries and counted the participation of over 43 million persons.
- Move Brasil: a campaign inspired by NoWeMove and carried out between 2012 and 2016 by Sesc and other partners. Its goal was to increase the number of Brazilians active, facilitating and increasing the access to different physical and sportive modalities.

- Move Week: a week to promote sports and physical activity in order to reduce the high level of sedentary lifestyle, Move Week is held in Brazil since 2013, becoming the main action and also the legacy of Move Brazil campaign. Due to its success, in 2015 Sesc invited other Latin America countries to join us in the Semana Muévvela (Move Week in Latin America). In 2016 it had 546 participating cities from 11 different countries.

Additionally, during her trajectory and engagement in the Sport for All movement, Maria Luiza has acquired experiences and knowledges through the international events. She has taken part as speaker in Congresses, Seminars, Symposiums, among others, having also the opportunity of establishing new partnerships and increasing our network of contacts.

Sesc's approach to ISCA starts in 2001 when it became member of the Association. In 2009, Maria Luiza, representing Sesc, became Chairperson of Isca Latin America and in 2011 she was elected as Isca Vice President, being reelected in 2013 and 2015. Since then, Maria Luiza has performed its work positively, leading important projects and initiatives of Sport for All promotion in benefit of a better quality of life.

Increasingly, the relationship with Isca has been strengthened, putting into practice more and more effective and innovative actions in Latin America. The partnerships have also been relevant to carry out our projects, besides the establishment of cooperation agreements.

With this said, considering the expertise of Maria Luiza, her wish to continue collaborating in the Isca Executive Committee as well as the importance of the relationship between Sesc São Paulo and Isca, I would like to recommend Maria Luiza S. Dias as candidate for Vice President of Isca.

Thank you in advance for your appreciation.

Sincerely,



Danilo Santos de Miranda  
Regional Director  
Sesc São Paulo