

MOVE WEEK

THE EUROPEAN WEEK OF SPORT AND PHYSICAL ACTIVITY



WHAT: The European week of sport and physical activity – MOVE WEEK

WHY: To promote a wider participation in sport and physical activity

WHERE: Across Europe

WHEN: First week of October

WHO: Sport organisations, cities, communities, clubs and institutions

HOW: Through community events that further the participation in sport and physical activity

VISION: EUROPE'S BIGGEST COMMUNITY SPORT EVENT

The European MOVE WEEK is an annual European wide campaign week promoting sport and physical activity and their positive impact on European societies. The MOVE WEEK engages individuals, organisations and cities from across Europe in a large-scale celebration of sport and physical activity, by promoting the myriad of successful sport and physical activity initiatives across Europe and initiate new ones. During the campaign week each participating organisation or city creates or highlight one or more events that will mobilize citizens in sport or physical activity. These events include club activities that are presented to the wider public, including trial sessions and open door arrangements, but equally large events in public spaces, such as walkathons and running events, dance or gymnastic events, or any other popular activities that can rally citizens to participate in the MOVE WEEK. Above all the events shall be designed to be good fun, promote sport and physical activity, gather the local community around a joint-project and generate positive publicity for the organisation, community, or city.

COMMIT TO THE MOVE WEEK AND JOIN A FAST GROWING SPORT AND PHYSICAL ACTIVITY CAMPAIGN

In 2012, ISCA EUROPE together with its member organisations and cooperation partners officially launch the first edition of the MOVE WEEK under the motto **100 MILLION MORE EUROPEANS ACTIVE IN SPORT AND PHYSICAL ACTIVITY BY 2020.**

The first MOVE WEEK edition will feature more than 100 distinct activities and events and will take place from

MONDAY 1ST OF OCTOBER TO SUNDAY 7TH OF OCTOBER 2012.

In the coming years the vision is to grow the MOVE WEEK to become the biggest community sport event in Europe and gather millions of Europeans around a joint sports and physical activity event umbrella.

The MOVE WEEK is part of the +100M campaign.

moveweek.eu



AN INITIATIVE BY





“ **FIRST WEEK OF OCTOBER IS MOVE WEEK** ”

DATES TO REMEMBER

MONDAY 1ST OCTOBER TO SUNDAY 7TH OCTOBER 2012

WHO CAN PARTICIPATE

The MOVE WEEK is open to everybody from small rural to large urban communities, from northern to southern Europe, from the East to the West, from kindergartens to homes for the elderly, from sport clubs to businesses, from universities to community centres. An event manager will be appointed to coordinate the different initiatives taken within a community or a city. This role can be taken on by an organisation or club, or a dedicated group of volunteers, the municipal administration or city council.

HOW TO PARTICIPATE

You can commit to the MOVE WEEK by signing up at the MOVE WEEK web site www.moveweek.eu and letting us know which sport or physical activity event you want to highlight or initiate during the week. Your event will be featured at the MOVE WEEK web site, you will receive further information and promotion material, and you will become part of a growing international community of MOVE WEEK AGENTS.

The MOVE WEEK will encompass events that are prepared in the months up to the MOVE WEEK. It will be a platform for launching initiatives that will last beyond the week itself. Thus, it will be part of a continuous and sustainable action towards 100 million more Europeans active in sport and physical activity towards 2020.

“ **BE THE FIRST TO COMMIT AND LEAD THE ACTION IN YOUR COMMUNITY AND IN EUROPE!** ”

COMMIT TO THE MOVE WEEK AT THE CAMPAIGN WEB SITE

[***moveweek.eu***](http://moveweek.eu)



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CONTACT INFORMATION

International Sport and Culture Association
Tietgensgade 65, DK1704 Copenhagen V, Denmark
Tel. +45 33 29 80 26
info@isca-web.org
www.isca-web.org