

Dear Sir/Madam,

As you may know, ISCA (International Sport and Culture Association) is the platform for organizations working within the field of sport for all, recreational sports and physical activity. In 2012, ISCA has launched together with its partners and members a European wide test for a Week of Physical Activity and Sport: MOVE Week.

This annual event is part of the NowWeMove campaign aiming at getting 100 million more Europeans physically active by 2020 therefore contributing to unlock the potential of sport and physical activity in terms of well-being, health and social development. To this aim, we have developed a web platform together with Eurosport, where you can find more information about the campaign: www.nowwemove.com. A video has also been produced with Eurosport to promote the MOVE Week initiative : <http://youtu.be/mMbv9fwE1mk>.

We have already launched the concept for the 2013 edition of MOVE Week (to take place 7-13 October 2013) and had the pleasure to be invited to present the concept on the 27 November 2012 at the EU Structured Dialogue meeting.

MOVE Week is an invitation; it is open to any individuals, organizations, cities or countries wishing to leverage the power of sports and physical activities. It is a focal point to stimulate innovative offers, create awareness and celebrate the myriad of successful sport and physical activity initiatives across Europe. The sport sector alone cannot address the issue of physical inactivity and that is the reason why ISCA has always been calling for cross-sector collaboration.

Our team is already working on the implementation of the MOVE Week 2013 and will have a national meeting in Budapest on the 23rd of April 2013 and have identified you as key partners that could join and spread the message. Therefore, we would like to invite you to this workshop to present to you the campaign, the experience from our members in 2012 and identify together if we could develop synergies and work towards a common goal. The topics of the workshop are: Presenting NWM and MW - objectives of the campaign; Lets get creative; Campaign promotion and marketing and Future steps.

Practical details: The workshop will start on the 23rd of April at 10:00 and will end at 17:30. The venue is: Semmelweis University Faculty of Physical Education and Sport Sciences, address: 44. Alkotás street, Budapest, H-1123, Main Building, 1st floor, room 37.

We will cover coffee breaks and a lunch. If you are interested in taking part in this workshop, or have any questions, please contact Mariann Bardocz-Bencsik (bbm@tf.hu) latest the 19th of April 2013.

Looking forward to hearing from you!

Best,

Laska Nenova

Regional coordinator for the NowWeMove and Move week initiatives