

## Play your part in the first International Day of Sport for Development and Peace on 6 April 2014!

With 15 days to go until April6, Peace and Sport launches its dedicated website:

[www.april6.org](http://www.april6.org)



Launched by the UN at the initiative of the International Olympic Committee, the first ever 'International Day of Sport for Development and Peace' will take place on 6 April 2014. To mark this historic day, Peace and Sport is calling on people across the globe to take part by launching a dedicated platform - [www.april6.org](http://www.april6.org) - that will bring together and promote all the initiatives being carried out worldwide to celebrate this event.

The general public, teachers, associations, sports clubs and federations and NGOs are all invited to join this major celebration of sport for peace by organizing or participating in a symbolic action or event on 6 April 2014 and registering it on the website [www.april6.org](http://www.april6.org).

Aimed at encouraging interaction and sharing through social networks, [www.april6.org](http://www.april6.org) offers tips and recommendations for ways to take part, whether through holding a simple football match or an exhibition or by organizing a debate or open day.

Joël Bouzou, President and Founder of Peace and Sport:

*"By establishing 6 April as the International Day of Sport for Development and Peace, the UN and IOC are paying tribute to the unique role of sport in our society and honouring its constructive and positive values. Throughout the year, a tremendous amount of work is carried out by stakeholders on the ground – often in difficult conditions. This day serves as a way to recognize and honour their achievements. We created [www.april6.org](http://www.april6.org) to provide these different actors with a platform that could bring them together and present their actions to the general public. Sports champions will also be key to this celebration. As role models, they have the power to encourage large numbers of people to take part. 6 April must make its mark as a major event for peace-building through sport, which is one of the cornerstones of our movement."*



Visiting the Peace and Sport headquarters in Monaco to discuss preparations for April6, legendary marathon runner and Peace and Sport Champion for Peace, Paula Radcliffe, reaffirmed her commitment to celebrating the event: *“Solidarity in sport can be instrumental in helping to bring peace to where it is needed most. 6 April 2014 is the first International Day of Sport for Development and Peace. Thank you for joining us and helping to make a positive difference through sport!”* Paula is one of many Champions for Peace who are gearing up to make 6 April a day for worldwide participation.

A number of events have already been announced worldwide on [www.april6.org](http://www.april6.org), including:

- A conference at the UN headquarters in Geneva, to raise awareness among member states and UN agencies of the role of sport as a tool for development and peace.
- An ambitious fundraising campaign spearheaded by Venuste Niyongabo, Olympic champion in the 5,000m in 1996 and Peace and Sport Champion for Peace, as part of the Milan Marathon. Venuste will lead a team of charity runners to raise money for Peace and Sport’s field projects.
- A darts tournament open to both men and women in Karachi, Pakistan.
- A day of multi-sport competitions, debates and exchanges on the topic of peace-keeping and youth integration in the province of Bubanza, which has been particularly affected by the years of conflict gripping Burundi since the mid-2000s.
- A rugby tournament, open to young men and women from the most deprived neighbourhoods in Calcutta, India.

And many others...

## CARTON BLANC \*

### SPORTING GESTURE FOR PEACE

Peace and Sport is taking part by launching its own unique and interactive campaign: **“Carton Blanc – Sporting gesture for Peace”**. This initiative will enable the public to join a viral campaign on social networks aimed at demonstrating the involvement of actors for development and peace through sport.



### Taking part couldn’t be easier!

Here’s what you do:

- Take a photo of yourself holding a white card like a referee on a playing field.
- Post your photo on the April6 Facebook page or on your own profile with the words: “Play your Peace on April6!”, making sure to tag “April6”.
- Invite all your friends to “like” your photo
- Share links and information so all your friends hear about the initiative
- Prizes will be awarded for the photos that have received the most “likes” by 6 April!

\* **“Carton Blanc”** (*White Card*) is the name of a highly-acclaimed **travelling photo exhibition by Maud Bernos** dedicated to children living in areas of conflict or post-conflict and their daily involvement in sport. The exhibition was displayed at the 5<sup>th</sup> Peace and Sport International Forum in 2011.

*The photos, taken in the Great Lakes region of Africa and in Israel-Palestine, highlight the faces of children who are at the **very heart of our action** and who are our tireless driving force.*

*The photographer named her exhibition “Carton Blanc” in reference to the red card, which signifies the most serious offense that a player can commit. Here, the colour white, which symbolizes purity and peace, is therefore used to represent positivity and constructiveness in sport.*

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## **About Peace and Sport**

‘Peace and Sport, *L’Organisation pour la Paix par le Sport*’ is a politically neutral international organization based in Monaco. It was founded in 2007 under the High Patronage of H.S.H. Prince Albert II of Monaco.

Peace and Sport puts sport and its core values at the heart of local development projects led within communities in crisis around the world. Conducting its missions in post-conflict zones and areas marked by extreme poverty or a lack of social cohesion, Peace and Sport uses sport as a vehicle for tolerance, respect, sharing and citizenship at the service of sustainable peace.

Supported by governments, global sport governing bodies, international organizations, major international private companies and international sports champions, Peace and Sport creates synergies between different stakeholders to carry out four areas of action:

- an annual International Forum
- a resource centre for peace through sport
- Peace and Sport Awards, recognizing individuals and initiatives contributing to peace
- Field Programs: concrete actions in different regions of crisis worldwide.

Peace and Sport was founded by Joël Bouzou, current President of the organization. Joël is an Olympic medallist and World champion in the modern pentathlon and President of the World Olympians Association. He is also an Advisor to H.S.H. Prince Albert II of Monaco.

**For more information please visit [www.peace-sport.org](http://www.peace-sport.org)**

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