

MOVE WEEK 2013

MONDAY 7 to SUNDAY 13 OCTOBER

1. WHAT IS MOVE WEEK?

MOVE Week - the annual European campaign week promoting sport and physical activity

WHY: To encourage broader participation in sport and physical activity

WHERE: Across Europe

WHEN: 7-13 October 2013

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

HOW: Through community events that promote the benefits of being physically active

2. CALL FOR MOVE AGENTS!

During MOVE Week you have the opportunity to stage one or more events that will mobilise your community in physical activity in a fun way. By joining MOVE Week, you will contribute to the Europe-wide vision:

100 MILLION MORE EUROPEANS ACTIVE IN SPORT AND PHYSICAL ACTIVITY BY 2020

We now call for MOVE Week partners, called MOVE Agents. As a MOVE Agent, you:

- ✓ represent an organization, school, municipality, sports club or perhaps a national or international entity with the capacity to mobilise physical activity events on the local level
- ✓ are willing to lead volunteers, peers, team members, and youth towards successful achievement in your community

3. BECOME A MOVE AGENT

PLAN AHEAD: Appoint an event manager and organise the activities you will stage during MOVE Week

SIGN UP: Sign up in June when we launch the 2013 edition of nowwemove.com, and tell us your activity/event details (your contact info, expected event date and estimated number of participants)

PROMOTE: Receive our promotional toolkit and get the word out there – share the MOVE Week website, Facebook pages, newsletters and other materials

STAGE: Showcase your events during MOVE Week 2013

WHAT'S IN IT FOR ME?

- ✓ customizable marketing and promotional materials for your activities
- ✓ support, toolkits and advice from regional MOVE Week coordinators
- ✓ the opportunity to stage or join high-profile cross-sector activities and events (external funding available)
- ✓ active promotion of your organization, institution or city nationally and internationally

Read more online:

isca-web.org
nowwemove.com
facebook.com/NowWeMove.MOVEagent

Or contact us at:

info@isca-web.org