

04 APR 2019

WE HAVE 'CARTE BLANCHE FOR A BETTER WORLD', SAYS UIPM VICE PRESIDENT JOEL BOUZOU (FRA)



Look out for the #WhiteCard (*carte blanche*) messages from sporting personalities on your social media channels on April 6.

This will be the 5th International Day of Sport for Development and Peace, an initiative set up by the founder of Peace and Sport, UIPM Vice President Joel Bouzou (FRA), who wrote a blog about the incredible growth of the project since 2014.

"For this fifth edition, we took the lead by launching the #WhiteCard campaign on 19 March," wrote Mr Bouzou.

"Didier Drogba, Vice President of Peace and Sport, kicked off the campaign in the village of Pyla, Cyprus, during a one-day football event which brought together the island's Greek Cypriot and Turkish Cypriot communities on the same playing field. Around a thousand children came to the event, and they all held up a white card.

“Four years after the start of our initiative, I couldn’t have imagined a better way to launch this year’s edition of April 6.”

Last year the social media campaign reached more than 90 million people across 138 countries and 850 projects and initiatives. UIPM will be holding up the #WhiteCard on April 6 - will you?