



Peace and Sport
Principality of Monaco
7 March 2019

Dear Educate Magis,

Following six outstanding editions, April6 - the **International Day of Sport for Development and Peace (IDSDP)** - has become a key date to celebrate the positive power of sport to create more peaceful, just and equal societies. Looking ahead to this 2019 edition, we would like to invite your country to join the global mobilization and become a major asset in the promotion of this special day.

As you know, April6 was launched with the support of the International Olympic Committee and officially announced by the United Nations on 23 August 2013. It is intended as a celebration of the work being carried out every day across the globe by actors for peace and development through sport.

You can provide a major boost to the success of the 2019 April6 celebrations. There are two ways to get involved: one is organizing an action or event and registering it on the dedicated www.april6.org platform, the second is spreading the word through the #WhiteCard digital campaign.

To endorse the IDSDP, every year Peace and Sport launches the www.april6.org international platform aimed at creating a more connected global community, highlighting the events carried out for April6. Last year, **850 events and projects from 138 countries** were posted on the platform.

In 2018, the #WhiteCard digital campaign reached more than **90 million people on social media**. Eminent figures such as Nobel Peace Laureates and Heads of States are involved in the movement, which is also supported by International Organizations, International Sports Federations, top-level athletes and the general public.

You can provide a major boost to the success of the 2019 April6 celebrations. Indeed, St. Lawrence High School (SLHS) and St. Lawrence Old Boys' Association (SLOBA) will be celebrating the International Day of Sport for Development and Peace (IDSDP) on April 6, 2019. We invite you to join their event by participating in #WhiteCard and #Ensemble2019 campaign by taking a picture of the event and posting it on social media with the respective hashtags.

Finally, we are delighted to inform you that for the third year running, the Peace and Sport April6 Initiative of the Year Award will be presented to the people and organizations who made the biggest celebration of this day, at the annual Peace and Sport Awards Ceremony which will take place on 12 December 2019 in the Principality of Monaco.

It is our firm belief that our joint commitment would provide the necessary impetus to further the promotion of sport for development and peace.

Yours sincerely,

Joël Bouzou
President and Founder
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Didier Drogba
Vice-President
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