

Pakistan Olympic Association

PRESIDENT

Lt Gen (Retd)
Syed Arif Hasan HI(M)



SECRETARY GENERAL

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POA-088/MOS/ 029
25 March 2021

The Secretaries General of

- National Sports Federations
- Provincial Olympic Associations
- Other Associations
- Services / Departmental Organizations

Chairman, POA Athletes Commission Individual Members, POA

Subject: **8th International Day of Sport for Development and Peace 2021**

Dear Madam/ Sir,

We are hopeful that you are in the best of your health.

On April 6 the International Sport community will once again celebrate the International Day of Sport for Development and Peace (IDS DP). Established by the United Nations General Assembly and the International Olympic Committee, April 6 recognizes the role that sport plays in society and its power to foster dialogue, understanding, social inclusion and peace.

This year, as we are all still facing an unprecedented sanitary situation, April 6 provides the opportunity to highlight the unique power of sport in supporting people and communities to overcome the challenges imposed by the pandemic.

As National Sport Federation/Affiliated Unit of POA, you play a fundamental role towards social development by transmitting the educational values of sport to athletes of all ages and levels, and this often leads to meaningful stories of individuals and communities who overcome challenges thanks to sport.

We therefore encourage you to join the Pakistan Olympic Association in celebrating April 6 by:

- Publishing information about the International day of Sport for Development and Peace and the #WhiteCard symbol on your website (We **attached** a text presenting both to facilitate the process)
- Gathering 2-3 meaningful stories from athletes, coaches and all your national entourage and registering them on the dedicated www.april6.org platform along with a #WhiteCard picture of the participant telling the story;
- Inviting your national athletes to Participate in the digital #WhiteCard campaign on social media combining #WhiteCard pictures/videos with stories of individuals and communities who have been positively impacted by sport; Register their story on the dedicated www.april6.org platform along with a #WhiteCard picture of the participant telling the story;

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Further information on April6, the #Whitecard campaign and the peace through sport movement can be found in the **attached** tool kit and guidelines.

It shall be highly appreciated if you/athletes to participate in the digital #WhiteCard campaign on social media uploading pictures/videos holding WhiteCard and use #April6 #WhiteCard #ChampionsforPeace #IDSDP2021 tagging @peaceandsport and @NOCPakistan

#StayStrong #StayActive #StayHealthy

Thanks for your understanding and cooperation.

With my very best regards,

Muhammad Khalid Mahmood
Secretary General
Pakistan Olympic Association



Copy to:-

- Lt Gen (R) Syed Arif Hasan HI(M), President POA.
- Assistant Manager Media & Marketing POA for uploading on Website & Social Media of NOC Pakistan.
- Master File.