

April **6** is the



**INTERNATIONAL DAY OF SPORT  
FOR DEVELOPMENT AND PEACE**

A date that celebrates the power of sport to build a peaceful world. A date to mobilize around a common stake: making sport for peace a priority.



**ON APRIL 6TH, SPEAK YOUR PEACE**

**#WHITECARD**



**PARTICIPATE IN THE #WHITECARD CHALLENGE !**

In this Olympic year, marked by the urgent need to create a culture of peace, the Champions for Peace are uniting their voices to promote the building of more peaceful and inclusive societies through sport through the #WhiteCard campaign

**JOIN THEIR CALL AND TOGETHER, LET'S CARRY  
A MESSAGE OF PEACE THROUGH THE SYMBOL OF THE #WHITECARD.**

# 3 WAYS TO PARTICIPATE

# #WHITECARD

## 1 SHOW YOUR SUPPORT



- Use the #WhiteCard widget
- Update your profile photo using the #WhiteCard filter
- Relay the official campaign visual using #WhiteCard

### USE THE WIDGET

[DOWNLOAD THE VISUAL AND THE FILTER](#)



## 2 MOBILIZE YOUR NETWORK



Champions, partners, colleagues:

- Invite 5 members of your team to reproduce the letters of the word P.E.A.C.E. with their hands.
- Take a picture or video of them
- Share the result on social networks with the hashtag #WhiteCard

## 3 TAKE UP THE CHALLENGE



Take up the #WhiteCard challenge: facing the camera, reproduce one by one the letters of the word P.E.A.C.E with your hands and share this video with the hashtag #WhiteCard.



[See an example](#)