

25 MAR 2014

# UIPM & PEACE AND SPORT JOIN FORCES FOR FIRST INTERNATIONAL DAY OF SPORT FOR DEVELOPMENT AND PEACE

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**To celebrate the first International Day of Sport for Development and Peace taking place on 6 April 2014, Peace and Sport is launching a unique and interactive initiative, “Carton Blanc – Sporting gesture for Peace”.**

Taking its name from “Carton Blanc” (White Card), a travelling exhibition by Maud Bernos dedicated to children at the centre of Peace and Sport’s actions, this initiative will enable the public to join a viral campaign on Facebook aimed at demonstrating the involvement of actors for development and peace through sport. The idea is to combine a universal symbol for sport (holding up a card) with a symbol for peace (the colour white).

UIPM will celebrate this day at World Cup #2 in Cairo, Egypt, and will involve all competitors in this unique initiative. Peace & Sport President and UIPM Vice-President Joel Bouzou will be present to

take part as the whole Modern Pentathlon joins in to celebrate in this first International Day of Sport for Development and Peace.

**Taking part couldn't be easier:**

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**Take a photo of yourself** (or everyone in a group photo) holding up a white card like a referee on a playing field.

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**Post your photo** on the April 6 Facebook Page (tag yourself if you want the photo to appear on your wall) with the caption "Play your Peace on @April6!"

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**Spread the word** to all your friends so that they can take part in the initiative and join the April6 movement!

**Prizes will be given** for photos that receive **the most "Likes"** by 6 April!

*1st prize\*: a football signed by some of the greatest football players such as Christian Karembeu, David Ginola, and others...*

*2nd prize\*: a Peace and Sport T-shirt signed by the marathon world record holder, Paula Radcliffe.*

Various other Champions for Peace are joining Paula Radcliffe in showing their support for this campaign.

**As individuals who work hard every day to use the values of sport for the good of society, you are major players in the peace through sport movement. Play your part in this global initiative!**

For more information on the "Carton Blanc" campaign or on Maud Bernos's exhibition, click [HERE](#)

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*"Together, let's make 6 April a powerful symbol of the peace and*

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*development through sport movement"*

Joël Bouzou, President and Founder of Peace and Sport & UIPM Vice-President