

#VERTIGO CHALLENGE

12 – 20 October 2020

Run as many kilometres as you can in company teams, explore PLAY International's activities in the field and support education through sport

1 km = €2 donated to PLAY International

With the App:

 Squadeasy



PLAY
INTERNATIONAL

A group of children are playing basketball on an outdoor court. Some are wearing yellow vests, while others are wearing red vests. They are in various poses, some reaching for the ball. In the background, there are several multi-story apartment buildings and a hillside with trees. The sky is clear and blue.

HELP TO ADDRESS ISSUES FACING SOCIETIES

The current context reminds us of the essential role of health for the development and well-being of all.

By taking part, your company will offer a **sporting, collective** and **solidarity challenge** to your employees.

The entire amount collected is donated to PLAY International for the development of its programmes in France, Burundi, Kosovo and Senegal.

THE ONLINE CHALLENGE

HOW DOES IT WORK?



Put together your **team** of 4 colleagues
Download the *SquadEasy* app, enter your password, select your pre-registered team and let the adventure begin!



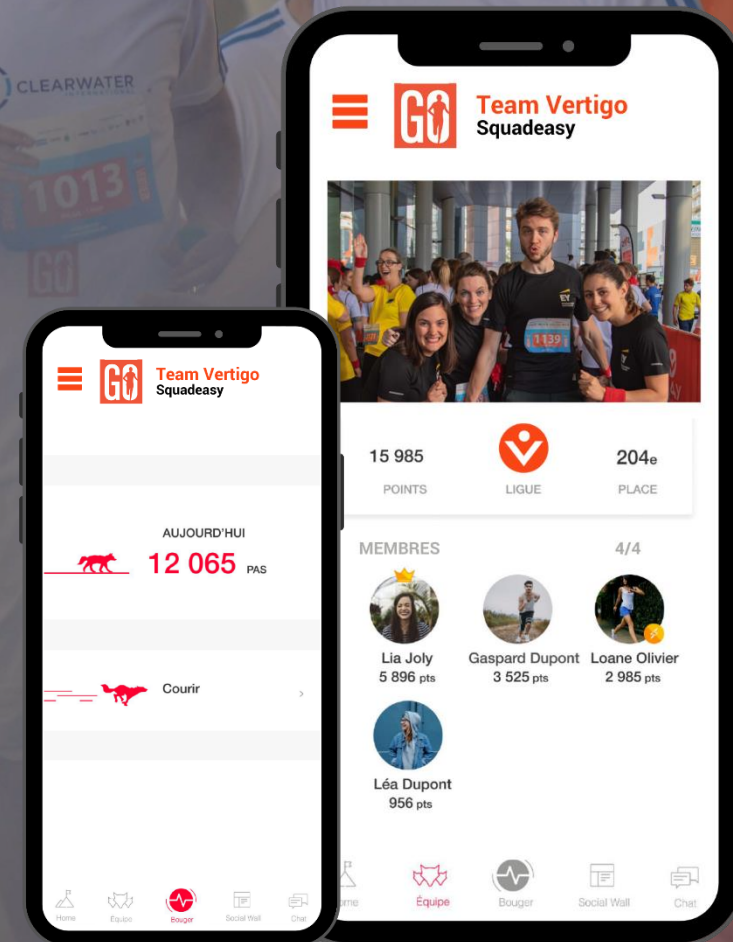
Between **12 and 30 October** complete as many kilometres as you can
With your team, do as many kms as possible! Benefit from the advice of top-level athletes for each objective you reach



Explore the work of **PLAY International**
Every day, solidarity challenges and quizzes will enable you to explore the organisation's actions in the field. Special powers will allow you to earn bonus points for your team and boost your collaboration and teamwork.



1 km = €2 donated to PLAY International
Your company commits to transforming kilometres travelled into a donation to PLAY International for the benefit of children around the world.



**GOAL - 10 000
STEPS PER DAY!**

According to the World Health Organization (WHO), taking the equivalent of **10,000 steps a day** (about 6 km) is the minimum activity required to **stay fit, stay healthy** and control your weight.

Take advantage of the *VERTIGO Challenge* to follow the WHO's recommendations. Essential for **improving quality of your personal life** (better quality of sleep, increased life expectancy, reduced illness) and your **professional life** (reduced stress, increased productivity and team cohesion).



**World Health
Organisation**

WHY JOIN THIS ONLINE CHALLENGE



Make a concrete contribution to the NGO PLAY International
An initiative 100% dedicated to supporting education through sport.



Get together for a **fun sporting challenge**
A team building event which promotes cohesion, internal communication and spending time together for employees, even those who work at different locations.



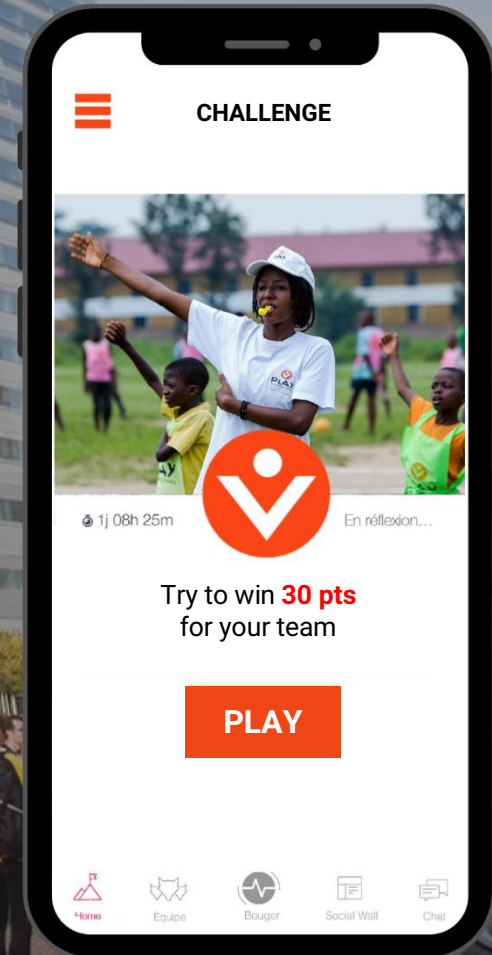
Promote an **active lifestyle**
A common challenge achieved through healthy sporting activity. An invitation to walk or run to stay active every day.



Adapted to the current health context
A responsible and digital challenge that respects social distancing and other protective measures. A fun and sporting alternative to physical events.



Take advantage of a **ready made opportunity**
An opportunity that is simple to set up and accessible to all, without changing working times.





20 YEARS OF SOCIAL IMPACT THROUGH SPORT

Since its creation in 1999, PLAY International has implemented humanitarian and educational projects in more than **15 countries**, benefiting more than **850,000 young people**.

Through sport, PLAY International provides collective solutions to enable education, inclusion and well-being for everyone.

PLAY's actions in the field reinforce a deep conviction: sport contributes to solving the problems of our societies.

Find out more about PLAY International on the ground



WE ARE COUNTING ON YOUR PARTICIPATION!

Register before 7 October & take up the challenge with your company to support our actions.

Would you like to know more? Would you like to present the concept to your employees? Do you need help in mobilising your teams?

Contact our team:
vertigo@play-international.org

