

Join the #WhiteCard Campaign

WHITE CARD



WHAT IS THE #WhiteCard CAMPAIGN ?

The **#WhiteCard** is a worldwide digital campaign created by Peace and Sport that promotes the positive and constructive values of sport. Every year the **#WhiteCard** campaign reaches millions of people across social media.

WHAT IS THE MEANING BEHIND #WhiteCard ?

Holding up a **#WhiteCard**, just like a referee, is an action that symbolizes the positive power of sport. In contrast with the red card, which signifies the most serious offense in sport, the **#WhiteCard** is a gesture of inclusion, equity and peace.

WHY TO DO A #WhiteCard ?

The **#WhiteCard** is recognized as the symbol of the peace-through-sport movement which is used to celebrate the International Day of Sport for Development and Peace on **April 6** since 2013. Participating in the digital campaign means you share and spread the vision that sport can help to change the world.

APRIL

**PEACE
AND
SPORT**

Participate in the #WhiteCard Campaign

WHITE CARD



1 — **Snap yourself with a #WhiteCard (or with your friends)**

Hold up a white card, just like a referee on a playing field !
The more creative your photo, the better! You can make a **#WhiteCard** with a white sheet of paper.



2 — **Post your photo on your social media with the hashtag #WhiteCard**

Don't forget to use the hashtag.



3 — **Spread the word to all your friends**

Join the global conversation
and invite your friends and network
to participate.



www.peace-sport.org     

Peace and Sport is an international, neutral and independent organization based in Monaco that contributes to peace using the power of sport.