



#BEACTIVE
EUROPEAN WEEK OF SPORT

**#BEACTIVE IS A CALL TO ACTION
TO GET EUROPEANS MOVING!**

The European Platform for Sport Innovation is calling on everyone – regardless of age or background – to get physical! EPSI is backing the Europe-wide #BeActive campaign which promotes sport and exercise for healthier living.

"Promoting sport means promoting a healthy lifestyle for all the European Citizens; that is why we and our members and in first line to encourage everyone to #BeActive through the European Week of Sport" affirms Alberto Bichi, EPSI Executive Director.

Physical inactivity across Europe is stagnating and even declining in some countries, with a negative impact on people's quality of life, as well as on the economy. According to the European Commission, the proportion of people who never exercise or play sport is worryingly high at 35%! Girls are more likely to do less exercise or sport than boys.

As part of the #BeActive campaign, the European Week of Sport (23-30 September) is organising events in towns and cities all around our Continent. The events will focus on sport in schools, workplaces, outdoors, in sport clubs and fitness centres.

Since it's launch five years ago, over 40 million people have taken part across 38 countries!

The European Commissioner responsible for Sport, Tibor Navracsics, added: "The lack of physical activity in our modern lifestyles leads to major health problems and costs our economies billions. We can all be active in different ways - from taking a short walk to running a marathon. I am calling on everyone to join us in the European Week of Sport."

Finland, which currently holds the Presidency of the EU, will officially launch the Week on 23 September with an Opening Ceremony in Espoo.

For more information, please contact:
Stefano Orengo
EPSI Communication Manager
stefano.orengo@epsi.eu
www.epsi.eu