

What Is Childhood without Play?

To celebrate Universal Children's Day, PL4Y International created All4Kids, the premier international fundraising event advocating for the educational impact of sports.

Starting November 19, more than 150 professional athletes, 50 clubs, and numerous partners will get involved with the NGO by raising funds and spreading a powerful message: sports are a fundamental right that contribute to the healthy development of every child.

All4Kids: 2 major initiatives, 2 forms of involvement

- The gala at the Shangri-La Hotel, Paris: On Wednesday, November 19, 25 professional athletes and sports personalities will participate in an evening in the historical rooms of the prestigious Parisian Hotel. Tatiana Golovin, Muriel Hurtis, Sébastien Chabal and Sydney Govou will be among 400 guests for the evening hosted by Canal+.
- The auction: Starting November 19, sports fans will discover more than 180 collector's items and VIP meetings at the Shangri-La Hotel through an auction exclusive. **Tony Parker, Thiago Silva, Novak Djokovic** and even **Roger Federer** are among the participants.



All4Kids for Playdagogy

Funds raised through the All4Kids initiative contribute directly to the development of the Playdagogy programme. Organised in France in September 2012, this unprecedented initiative created by PL4Y International allows primary school children from disadvantaged areas to learn about important social issues while playing games.

Today, 200 schools and recreational centres use Playdagogy kits, which allow teachers to address sensitive and important themes – disability, social cohesion, nutrition – outside the classroom.

This initiative is the result of PL4Y International' efforts around the world. For 15 years, the NGO has been using sport as a powerful learning tool and has created the new methodologies used both abroad and in France.

Press Contact: Antoine Biard – antoine.biard@pl4y.international – 06 82 22 27 73 – www.all4kids.fr