

[PRESS RELEASE –FOR IMMEDIATE RELEASE]

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Sport For Smile Welcomes United Nations Office on Sport for Development and Peace (UNOSDP) Special Advisor Wilfried Lemke to its youth leaders' session "Sport For Future Smile 2014 in Tokyo"

Sport For Smile, the first-ever platform in Japan to promote sport as a social change, organized its second "Sport For Future Smile (SFFS)" event on January 21st as it welcomed UNOSDP's Special Advisor to Secretary General on Sport Mr. Wilfried Lemke. The selected youth leaders in the field of "sport for social change" in Japan had a precious opportunity to meet with such an inspiring leader at the JICA Global Plaza with the support of JICA, Japan International Cooperation Agency.

Following the inaugural event in London in 2012 on the occasion of the Paralympic Games, the second version of the SFFS provided the selected young leaders, who are making efforts to better the world using the power of sport, with the opportunity to meet their peers and to discuss the potential of the power of sport to change the world. The method of "Community Organizing" that made Barack Obama President of the USA, was applied to enhance the unity of the participants.



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Mr. Lemke was visiting Tokyo for the UNOSDP's 8th Youth Leaders' Camp, which he initiated in 2012 and has operated in 5 countries so far including: Qatar, Germany, Switzerland, Sweden, and Korea. He joined one of the teams listening to their "Story of Self" talks. After the "Story of Us" enabled the participants to find their shared value, all the four groups made short presentations with excitement at his presence. Before the participants moved on to the final step of "Story of Now," Mr. Lemke kindly shared his own "Story of Self" and passionately encouraged the youth leaders to take action: "Anyone can change the world, and anytime. If you have goals and dreams but do nothing, you cannot change anything."



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After being inspired by Mr. Lemke's words and stories, all the groups had passionate and meaningful discussions on how they can "take action" to change the world using the power of sport. At the end of the session many said that "I have never thought I could change the world, but now I can believe that."

Sport For Smile hosted the first-ever presentation by UNOSDP in Japan in September 2011, when Poul Hansen, then head of the department, spoke about the activities of the UNOSDP at the United Nations University. Mr. Lemke's visit has surely boosted the youth leaders' confidence to create more smiles in the future.

*** About Sport For Smile ***

Sport For Smile was founded in 2010 as the first-ever platform in Japan to use sport as a social change. It aims to create a community in Japan to be linked to global ones to utilize the power of sport to better the world. It promotes social inclusion through sport in Japan, empowering socially marginalized people by providing them with opportunities to enjoy sport together with people with various backgrounds, believing that "Everyone Can Help One Another." Sport For Smile organizes talk sessions to introduce the activities by related organizations as well as delivers global news in this field in Japanese. It also operates sports experience events and has hosted one of the official side events at the IMF-World Bank General Assembly in Tokyo in 2012. For details please visit: <http://www.sport4smile.com>

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