

For immediate release

Peace and Sport and the World Flying Disc Federation unite to facilitate social integration of the most vulnerable in Colombia

More than 150 educators and beneficiaries of the project "Ultimate por la Paz" supported by Peace and Sport and the World Flying Disc Federation (WFDF) gathered last weekend in Cali for the "Community Hat Tournament," highlight of the social responsibility program of the Colombian Ultimate Federation (AJUC).

(Cali, 25 July 2013) One year after signing a partnership to use and promote the sport of Ultimate Frisbee as a tool for peace education and social integration, Peace and Sport and WFDF are starting their concrete cooperation in Colombia supporting the National Federation.

Called "Ultimate por la Paz," this pilot project focuses on 8-15 year old youth from at risk neighborhoods of Cali, Colombia's third largest city. The event last weekend was the third major stage of the project, which previously included the training of 10 mentors and 80 teachers as well as the establishment of structured, supervised sports activities using a flying disc ("frisbee") in ten youth centers in Cali. Renowned for its "Spirit of the Game," the sport of Ultimate Frisbee will be used as a tool to keep youngsters away from the many gangs active in these areas. A unique sport that does not use referees and instead is self-officiated by the players on the field, Ultimate Frisbee encourages a sense of responsibility, the peaceful resolution of disagreements, and respect for others.



In connection with the program, Luis Rodriguez, head of the social responsibility program of AJUC, said "The major Colombian cities all suffer from similar ailments in their neighborhoods: violence, gang proliferation, drug trafficking, unemployment, insalubrity. Ultimate Frisbee is a cheap and easy sport to establish. Through the positive values it conveys, we are convinced of its power to help communities inside deprived slums. This project will be a base for future expansion throughout the country. We thank Peace and Sport, WFDF, and their partners for their support."

Peace and Sport and WFDF have each invested in this project through financial donations (€7,000 from a fundraising campaign organized by Peace and Sport and US\$3,000 from WFDF), equipment donations (200 discs through Discraft, WFDF's partner), training and continuous support in the development of a social responsibility program.

Robert "Nob" Rauch, WFDF President, stated "We are excited with this first project in our partnership with Peace and Sport. Our sport -- with its Spirit of the Game principle -- has unique aspects that are easily applied toward the promotion of peace through sport throughout the world. We are particularly pleased to be able to showcase our values in advance of the World Games which are being held this coming week in Cali with the slogan "Fair Play to the Planet."

Peace and Sport works to date along with more than 40 international federations helping them to use their sport at the service of peace. In Colombia, AJUC is the seventh National Federation benefiting from such support, joining Table Tennis, Chess, Badminton, Gymnastics, Baseball and Ju-Jitsu. Each of these federations have given themselves a direction and strategy to have their sport used with a social aim.

Joël Bouzou, President-Founder of the International Organization placed under the High Patronage of HSH Prince Albert II of Monaco declared: "Peace and Sport sets itself the objective to further the progress of Peace through Sport. We are today very happy and proud to work with AJUC and WFDF in this noble direction and hope that many new beneficiaries will learn from Frisbee values."

About Peace and Sport

Peace and Sport - L'Organisation pour la Paix par le Sport is an international initiative based in the Principality of Monaco formed in 2007 under the patronage of Prince Albert II that works for sustainable peace throughout the world. To achieve this, it promotes the practice of structured sport and sporting values to educate young generations and help foster social stability, reconciliation and dialogue between communities. P&S puts sport and its values at the heart of local development projects conducted within communities in crisis around the world. Exercising its missions in post-conflict zones, areas of extreme poverty or lacking social cohesion, P&S makes sport a vehicle for tolerance, respect, sharing and citizenship at the service of sustainable peace. P&S has operations in Ivory Coast, Burundi, the Democratic Republic of the Congo, Israel-Palestine, Timor Leste, Colombia, and Haiti, and is supported by governments, world sport governing bodies, international organizations, major international private companies and international sports champions.

About World Flying disc Federation

The World Flying Disc Federation is the international sports federation responsible for world governance of flying disc (FrisbeeTM) sports, including Ultimate, Beach Ultimate, Freestyle, Guts, and Overall Events. WFDF is a federation of 59 member associations which represent flying disc sports and their athletes in 56 countries. WFDF is recognized by the International Olympic Committee (IOC) and is a member of the Association of Recognised International Federations (ARISF), is a member of SportAccord and the International World Games Association (IWGA), and it is a registered not-for-profit 501(c)(3) corporation in the state of Colorado, USA. It is also a signatory to the World Anti-Doping Agency Code.

For more information, contact:

Ludovic Hubler
Head of Programmes and Field Operations
Peace and Sport -
L'Organisation pour la Paix par le Sport
+377 9797 7800
lh@peace-sport.org

Volker Bernardi
Executive Director
World Flying Disc Federation
+49 176 64 19 77 02
Volker.bernardi@wdf.org

Ultimate por la Paz Tournament



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Ultimate por la Paz Training

