

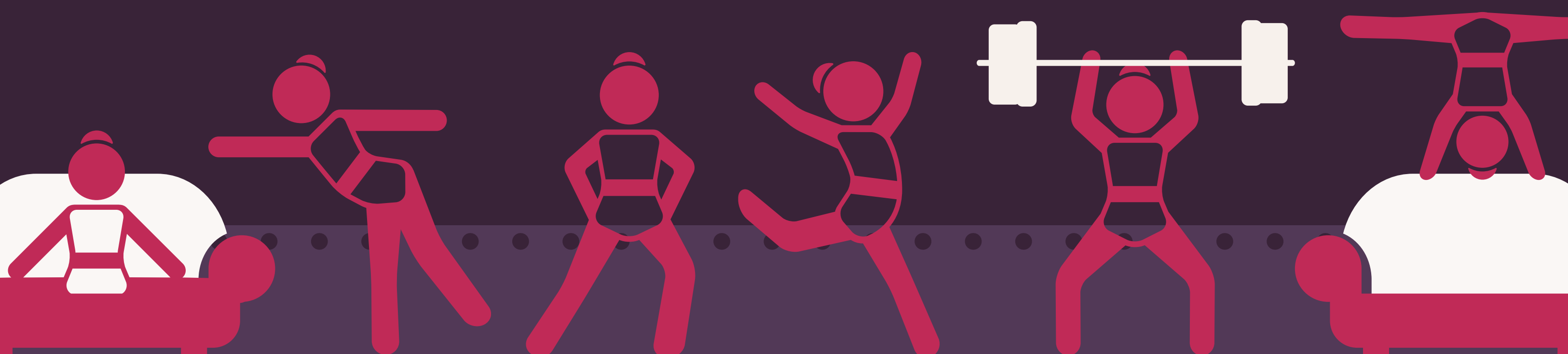
IF MORE WOMEN WOULD PLAY MORE SPORTS

59%

of Europeans never/
seldom play sport
(Eurobarometer, 2013).

7%

of women are being active more
than 5 times a week
(Eurobarometer, 2013).

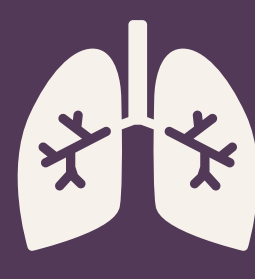


MORE WOMEN WOULD HAVE MORE POWER

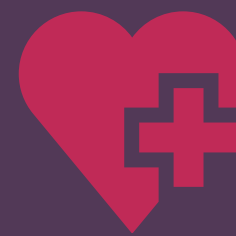
PHYSICAL STRENGTH:
Stronger muscles,
better posture,
less chronic pain.



AEROBIC CAPACITY:
More endurance,
less fatigue, less
often being out
of breath.



BETTER HEALTH:
Stronger heart,
lower risk for
diabetes, obesity,
breast cancer.



MIND:
Better brain
function, feelings
of happiness,
more optimism
and hope.



SOCIAL SKILLS:
Deeper friendships
and inspiration,
less loneliness.



MORE WOMEN WOULD ALSO HAVE MORE SUPERPOWER



STANDING UP FOR OURSELVES:
Saying no more often,
confronting others,
knowing our worth.



TAKING OVER MORE LEADERSHIP POSITIONS:
52% top female executives were
college athletes.
(EY Women Athletes Business Network, espnW)



CAMARADERIE:
Support each other
rather than see other
women as competition.

TOGETHER WE WOULD BE MORE POWERFUL



IMPROVE WOMEN'S HEALTH
WORLDWIDE

FIGHT POVERTY &
ABUSE

CHANGE POLITICS