

**The World Leisure Day, to be celebrated for the first time on April 16th, 2021!**

**From World Leisure Organization, we are excited to celebrate in 2021 for the first time our newest international initiative: the World Leisure Day (WL Day). This aims to reinforce leisure as a social right and its importance in daily life, as well as to expand its possibilities of manifestation and promote reflection on the accesses and barriers that still exist for many people around the world.**

**This first edition of the WL Day, under the theme Leisure for a Better Life, will be celebrated on April 16th, 2021, and will take place all around the globe. The program will be in both offline and online formats, including varied activities based on leisure content such as physical/sports, social, touristic, intellectual, artistic, virtual, and manual.**

**The WL Day 2021 is being coordinated by the World Leisure Center of Excellence/USP (Universidade de São Paulo) together with Sesc (Serviço Social do Comércio) and LAGEL, the Laboratory of Management of Leisure experiences. Currently, the World Leisure Organization boasts seven Centers of Excellence in Leisure Studies, located around the world. Each year, a new Center will be in charge of the event's organization.**

**The launch event will take place on March 26, 2021, at 4 pm (Brazilian Time), through an online debate about the importance of the "World Leisure Day", with the participation of Prof. Ricardo Uvinha (WLCE / USP - Center for Excellence in Leisure Studies), Prof. Cristina Ortega (World Leisure Organization), Prof. Antonio Carlos Bramante (LAGEL), Prof. Anderson Dalbone (National Department of Sesc). The webinar will be moderated by Prof. Maria Luiza Souza Dias (Sesc São Paulo). The broadcast will take place on [Youtube.com/sescsp](https://www.youtube.com/sescsp).**

**The World Leisure Day will count on the participation of partners, invited organizations and people of all ages from Brazil and Latin America, as well as from the other Centers of Excellence in Leisure Studies located in Canada, China, Holland, Hungary, and New Zealand, which will play an important role in the event dissemination.**

**We encourage all of you to stay tuned for more information and join us in the celebration of WL Day.**

**Follow on Instagram [@worldleisureday](https://www.instagram.com/worldleisureday) to receive news!**