



GLOBAL  
SPORTS  
WEEK  
PARIS

Making the future of sport

## Press Release

Paris, April 28 2022

### Global Sports Week Runs For Ukraine with CARE and Sport Heroes

- Global Sports Week launches 5-day worldwide fundraising challenge in partnership with NGO CARE and community running app Sport Heroes
- From May 9th-13th, the dates of this year's international forum in Paris, the sports community is challenged to run 4,720km, representing the distance from Paris to Kiev and back
- If the target is met, Global Sports Week and its partners pledge to turn each kilometre logged on the Sport Heroes app into a Euro donation to CARE's emergency aid fund for Ukraine



Global Sports Week today announced that it has partnered with humanitarian aid network CARE, and French community-based, connected sport platform Sport Heroes to host a 5-day, 4,720 km, global charity run for Ukraine during this year's edition of the international forum for sport.

The GSW RUNS FOR UKRAINE challenge will take place between May 9 and 13, when the world of sport is set to gather for its annual forum in Paris, with additional events taking place in Los Angeles and online.

The initiative challenges the global ecosystem of sport to collectively run 4,720 km – the distance from Paris to Kiev and back – to raise funds for CARE's emergency aid fund for Ukraine. Global Sports Week organisers and partners have pledged to donate 4,720 Euros if the target is hit.

All funds raised through the GSW RUNS FOR UKRAINE challenge will contribute to CARE's emergency response in areas such as the immediate distribution of food, water, hygiene kits, shelter and money or psychological support.

CARE, one of the largest humanitarian aid networks in the world, is working in Ukraine to provide emergency aid to populations affected by the fighting and in bordering countries to take care of refugees who have fled the violence.

**Lucien Boyer, President and Co-Founder of Global Sports Week**, said: *"This year's Global Sports Week is taking place against the backdrop of great human suffering in Ukraine. The world of sport has already demonstrated its solidarity and collective power at the heart of the global response.*

*"As a platform focussed on the positive impact of sport in society, and a worldwide community committed to act beyond words, we felt strongly that Global Sports Week must also play a part. Through this initiative with CARE and Sport Heroes, supported by GSW partners, we hope that the power of the sports community, when it acts together, will be demonstrated once again.*

*"I hope as many people as possible from around the global sports community will join us on this run for Ukraine. Together, through sport, we can make a difference."*

To take part in the challenge, participants of Global Sports Week Paris 2022, and the wider global ecosystem of sport, are invited to sign up for GSW RUNS FOR UKRAINE on the Sport Heroes [platform](#), and to connect their running tracker to log and turn their kilometres into a donation.

Every kilometre logged on the app between midnight CET on Monday 9th May and 23:59 CET on Friday 13th May will count towards the target.

## **ENDS**

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### **[Download the GSW Paris 2022 media guide](#)**

### **Media accreditation for GSW Paris - May 9th-13th:**

To apply for accreditation or for any further information, please contact us using the link below:

<https://www.gswfactory.com/gswparis2022/fr/content/media>

## Photo-video assets:

A selection of visuals is attached for editorial use.

A further selection of high-resolution images from previous editions of GSWParis is available via the following link:

<https://drive.google.com/drive/folders/1yckqaK0LVoW9CM7mkbBI8nNTpUIWgKNk>

Please include the following credit when publishing any of these images: ©Global Sports Week

## About Global Sports Week Paris

Global Sports Week Paris is an annual international forum that brings together leaders and disruptors from sport, business, culture, media, government and society. Its goal is to accelerate the development of sport as an innovative, sustainable and positive force at the heart of global society.

In 2022, GSWParis will return from May 9th - 13th with a central gathering at the Accor Arena in Paris on May 10-11th, a one-day GSW @ LA event in Los Angeles on May 11th and additional offsite and digital events throughout the week.

Global Sports Week is organised under the high patronage of Mr Emmanuel Macron, President of the French Republic, with the support of numerous private and public partners. The event was first staged in February 2020 at the Carrousel du Louvre in Paris.

More information: [www.gsw.world](http://www.gsw.world) | #GSWParis

## About Care

Founded in 1945, CARE is one of the largest humanitarian aid networks in the world, apolitical and nondenominational. Our objective is to combat extreme poverty and to defend access to fundamental rights. In 2020, CARE intervened in 104 countries. 92.3 million people benefited from our programs in Africa, Asia, Latin America, Eastern Europe, Middle East and Oceania, through 1,349 projects. In all our programs, we pay particular attention to the condition of women, the first victims of poverty in the world.

For more information about CARE: <https://www.carefrance.org>



**Ukrainian Crisis : Humanitarian crisis in Eastern Europe: Immediate Support Needed to Save Lives**

## **Context**

Damaged infrastructure, lack of water and food supplies: eight years of conflict have left significant scars throughout Ukraine. There are already 2.9 million people in the eastern part of the country in urgent need of humanitarian assistance. Every day was already a struggle for millions of people. Water, gas and electricity supplies were limited. The combined effects of the cold, COVID-19, movement limitations and chronic uncertainty made everyday life a challenge.

As the conflict in Ukraine enters its ninth week, millions are still in Ukraine and unable or unwilling to leave. An increasing number of civilians are trapped in cities under attack. An estimated 4.7 million people have been forcibly displaced. This includes 2.8 million people who have already fled the country, but in many cases, the most vulnerable and those without resources and means to leave remain stuck in Ukraine. The elderly, those with disabilities and some 100,000 children living in institutions are amongst the most vulnerable and at risk.

The current conflict has devastating humanitarian implications for the people of Ukraine. Through loss of life, destruction of infrastructure, homes, livelihoods and people forced to run for their lives. Not to mention the fear and uncertainty people across the country are faced with every minute that violence continues.

With the help of local partners, CARE is working both in Ukraine to provide emergency aid to populations affected by the fighting and in bordering countries to take care of refugees who have fled the violence, most of them women and children.

Neighbouring countries are seeing huge refugee influxes with lines at the borders of countries such as Poland, Romania and Moldova stretching for kilometers.

“Two thirds of those affected are women and children, who – like women in warzones throughout history – now face terrifying risks of gender-based violence and exploitation during perilous journeys in search of safety. The current situation is deteriorating by the hour and the need for humanitarian aid and protection is rising fast.” says Sofia Sprechmann Sineiro, CARE International Secretary General.

## **CARE’s Emergency Response**

In Ukraine, CARE is working with a local organization “People in Need”, one of the largest NGOs in Eastern Europe present in Ukraine since the beginning of the conflict in 2014. People in Need is currently carrying out emergency relief item distributions in Lviv in western Ukraine, where tens of thousands of refugees are flocking, as well as at the Slovak border, to help people waiting to cross the border.

People in need is also working on the Slovak-Ukrainian border with a team of aid workers. They have set up heated tents where the exhausted mothers and children can warm up and rest. Upon arrival, they are given tea and a hot meal. There are also sanitation facilities there, such as portable toilets. In addition, trained teams are provided for crisis intervention and psychosocial assistance.

In the eastern Slovak village of Vyšné Nemecké, there is also a large heated tent for up to 200 people set up by People in Need. Refugees can also spend the night there. The local volunteers provide them with food, drink, hygiene products and SIM cards so that they can stay in contact with their families.

In Romania CARE is working with SERA - a child protection focused organization, its longstanding partner for the past 20 years. SERA is working alongside the Romanian authorities and other associations to organize the reception and support of refugee families.

CARE and SERA are supporting the social services and child protection departments to set up services for the most vulnerable children on arrival in Romania and at transit routes.

CARE and SERA have also begun the process of training 200 psychologists in emergency psychosocial support in the border areas where refugees are arriving, to help them overcome the trauma of war and leaving their homes.

In Siret, on the Romanian side of the Ukraine/Romanian border, CARE is supporting local NGO 'Star of Hope' which is part of the Federation of NGOs focused on Child rights and protection (FONPC), a group of 80 members. CARE's longstanding partner SERA is the president of FONPC. CARE is supporting Star of Hope, who is currently setting up tents for the elderly, the disabled, and mothers and children.

On March 8, 2022, International Women's Day, psychosocial support training for 200 psychologists commenced at the border in Siret.

CARE is also working to define the response beyond these initial emergency activities in Romania (counties of Tulcea, Galati, Vaslui, Suceava, Satu Mare, Botosani, Iasi and Maramures, with coordination in Bucharest, Arad) and in Moldova, where needs assessments were carried out.

Through partnership with People in Need (PIN), CARE has delivered humanitarian aid to the most affected regions in Ukraine. 40 tons of cargo with food and hygiene items were distributed among the residents of Sumy. Beneficiaries: 6,000 people + distribution in the Donbass region reaching around 50'000 households so far

Through partnership with Charity Foundation Stabilization Support Services (CFSSS), CARE is going to reach 100,000 people in conflict-affected areas as well as displaced families seeking shelter in other parts of the Ukraine.

The first cross-border distribution in Ukraine from Romania took place on Monday March 28 (6.5 tons of food items), with the support of the Red Cross for the internal distribution in Chernivtsi (West Ukraine, close to Romania's border). CARE/SERA is also organising food distribution of dehydrated meals + water bottle to be delivered by end of April (200,000 rations of dehydrated meal) with same convoy coordinated by Red Cross in Ukraine.

### **The training for psychological first aid continues (> 300 participants).**

CARE is also launching the renovation of collective centres, with shelter and water pipes reparation wash activities. Provision of materials is ongoing for the renovation of collective centers managed by the General Directorate of Social Assistance and Child Protection (DGASPC) in 3 districts sectors of Bucharest (paintings materials, equipment for kitchen).

### **How can you support CARE's work in favor of the most vulnerable?**

Your donations will contribute to CARE's emergency response in Ukraine and bordering, such as Romania: immediate distribution of food, water, hygiene kits, shelter and money, psychological support, etc..

### **Practical information to take part in the GSW RUNS FOR UKRAINE challenge**

Website:

<https://app.myvrace.com/en/challenges/details/22-04-globalsportswweek-runsforukrainecare>

**4,720 km to raise funds for CARE's Emergency Aid Fund for Ukraine, May 9-13 2022 - In partnership with CARE and Sport Heroes**

Global Sports Week is challenging the GSW and Sport Heroes community to run 4,720 km - the distance from Paris to Kiev and back - during the 5 days of Global Sports Week Paris from May 9-13 2022.

If we collectively hit the target, Global Sports Week, together with its partners and stakeholders, commit to making a donation of at least 4,720 Euros to CARE's emergency aid fund for Ukraine

Sign up for the GSW RUNS FOR UKRAINE challenge and connect your favorite tracker (among the list [HERE](#)) to log and turn your kilometers into a donation.

Every kilometer logged on the app between midnight CET on Monday 9th May and 23:59 CET on Friday 13th May will count towards the target.

Share your tracker and tag #GSWRunsForUkraine on social media to help promote the campaign.

You can also donate to the campaign yourself through the following [link](#) with all funds going directly to CARE's Emergency Aid for Ukraine campaign.

Together, through sport, we can make a difference. So grab your running shoes during Global Sports Week and join us on this run for Ukraine.