



#50 O JOGO DAS RAPARIGAS

Developed by: Portuguese Women and Sport Association

Year and country: 2013, Portugal

Type of project: Campaign

http://www.mulheresdesporto.org.pt/web/index.php?option=com_content&view=article&id=1047:o-encontro-nacional-qo-jogo-das-raparigas-2013q-foi-assim-e-em-2014&catid=213:encontros&Itemid=161

Synthesis of the case study

The Maria Rapariga campaign has three videos for institutional advertising on RTP (Public TV channel in Portugal). The first is the "Let Play", the second is "Decide to Play", and the third "Know to Play". The campaign supports the 30 million "*Marias Raparigas*" (expression that mean girls) who play football or futsal (indoor football) all over the world. They also have another initiative called "*O Jogo das raparigas*" (The Girls Game), a sporting day with practice of soccer 7 and futsal (indoor football) for the girls. The campaign is fully animated and affirmed by the equality and full participation of the women in the practice of soccer and futsal.

Context and approach

The Portuguese Women and Sport Association (APMD) is a national women's rights organization established in 1998. The purpose of the APMD is to promote equality and the participation of women in sport at all levels, functions, and spheres of competence.

Target

Woman in general, localize to Portuguese woman in the sport sector.

The deliverable (What did they do specifically?)

- Three institutional videos promoting equal rights of woman in sport;
- women's soccer tournament.

Contact information

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