

Press Release*Viana do Castelo, 11st September 2019***Viana do Castelo makes the difference in the development of the outdoor in Europe**

Viana do Castelo is the first European seaside municipality to hold the Outdoor Sports Euro'Meet. The three-day conference, which is Europe's largest outdoor sports and sustainability conference, will start on the 24th of September.

Its program, whose main stage is at the Viana do Castelo Cultural Center, consists of conferences, poster presentations, networking, workshops and outdoor experiences. It has over five dozen speakers, including expert speakers from countries such as the United Kingdom, Bulgaria, Germany, Portugal, France, Spain, Martinique, Denmark, Ireland, Belgium and Sweden, and poster presenters from Slovenia, Norway, United States of America, United Kingdom, France, Italy, Portugal, Greece, Hungary and the Netherlands.

François Beauchard, Chairman of the European Network of Outdoor Sports (ENOS), believes that "the Euro'Meet in Viana do Castelo, the first coastal stage of the event, will be a great opportunity and a reference for the development of outdoor sports in Europe, as it will give special emphasis to the analysis of coastal activities".

"The reality and challenges of nautical and other outdoor coastal activities need to be carefully assessed: the mastery of practices and their impact, the "Blue Growth" economic development and also the importance of water sports as a way of educating and socializing generations of young people who have been losing touch with nature. In this context, this edition of Euro'Meet, as in previous editions, will enable fruitful exchanges on the development of outdoor in Europe and particularly in the coastal region", he explained.

For the Chairman of ENOS, "Viana do Castelo also stands out for being an exemplary community in the European panorama of nautical activities, as it has been able to develop, in partnership with other entities, successful projects aimed at its younger generation".

"Through the investment we have made with Nautical activities in Schools, we have witnessed a sustained development of surfing, rowing, canoeing and sailing. We believe this project can be inspiring to other places, as it currently reaches 2,226 students in the 2nd and 3rd cycles. We also have preschool skating, school athletics and swimming in the 1st cycle", explains José Maria Costa, Mayor of Viana do Castelo, adding "we want to promote a municipality that is friendly to sport, the environment and healthy lifestyle habits, so hosting Euro'Meet, Europe's largest outdoor sports and sustainability conference, makes perfect sense. It will be a unique opportunity for sharing and learning".

This 5th edition is accredited by the Portuguese Institute of Sports and Youth, as continuous training for coaches, general training component. It is also certified by the Sports and Leisure Superior School of the Polytechnic Institute of Viana do Castelo, for the teachers of all levels of education in the areas of Sports / Physical Education.

Registration for this important international conference, whose recommendations will also guide the European Commission, is available on the event's website (<https://www.euomeetviana2019.eu>).

The 5th Outdoor Sports Euro'Meet is organized by the City Council of Viana do Castelo, the ENOS, the Portuguese Institute of Sports and Youth, the Porto and Northern Portugal Tourism Entity, the Sports and Leisure Superior School and Surf Clube de Viana.

E-mail: press@euomeetviana2019.eu