



## ESPN BUILDS AND DEDICATES MULTIFUNCTIONAL SPORTS COURT IN SÃO PAULO

**The community of São Remo celebrates the  
donation of a new safe space to play sports**

*Built by community volunteers and ESPN employees, the new safe play space will be the home of sustainable programs teaching young people employability skills through sports.*



***ESPN's German Hartenstein is joined by Ana David (ESPN Brasil, Legal Director with responsibility for community engagement) and representatives from project partners, love.futebol, Vencer and the University of São Paulo, as well as local kids for the official ribbon cutting at community sports court in São Remo, São Paulo***

Community leaders, local residents, and special guests gathered in São Remo, São Paulo, today to participate in the opening of a new multifunctional sports court dedicated to the local community and its residents. The global project is led by ESPN and community organizations love.futebol and Vencer alongside local organizations, EPROCAD and the University of São Paulo (USP).



***ESPN talent, Juliana Veiga and Gustavo Hofman, host inauguration of community sports court in São Remo, São Paulo***

The court and surrounding area, refurbished with the help of community members and ESPN employees, will be the home to ongoing programs for young people in the community where they will learn job skills and be empowered to fulfil their potential, all through the power of sports. The program was developed by award-winning program, Vencer, which uses sports as a vehicle to provide communities across Latin America with training and skills that lead to employment through sports and enables young people to achieve success in life.



***German Hartenstein, General Manger, ESPN Brasil, dedicates safe play space to São Remo community***

Hosted by ESPN Brasil talent, Juliana Veiga and Gustavo Hofman, the event was attended by German Hartenstein, General Manager, ESPN Brasil; community volunteers who helped build the space, local residents and their families; ESPN employees; and community sports and arts organizations. The celebration included cultural performances, special recognition of community leaders who volunteered their time to the project, as well as soccer matches open to the community.



***ESPN's Juliana Veiga joins in with cultural performance by local community***

"We are visionaries when we talk about sports. Working together with several partners, we identify after internal and external researches a space where families, children and teenagers can play together and become active in various activities, being a way to mark values of citizenship and build a better society. This is ESPN's goal to support and invest in many social projects in Brazil and around the world, enhancing the transformative power of the sport", said Ana David, Legal Director with responsibility for community engagement at ESPN Brasil.



*Local kids take part in soccer matches on new sports court in São Remo, São Paulo*

São Remo is a community in the western part of São Paulo, home to approximately 6,000 people and has some of Sao Paulo's lowest rankings in income, education and health. love.fútbol, which builds community sports facilities all over the world, helped to select the location for the new court based on need, population and socio-economic status. The University of São Paulo kindly authorized use of the space. Vencer, in conjunction with Programa Esportivo de Desenvolvimento Humano (Prodhe), will organize sporting activities for the young people to enable them to spend less time on the streets and more time on the court. These collaborations have created a true sense of ownership of the space by the community, enabling ongoing, sustainable and impactful use.



## **PARTNER ORGANIZATIONS**

**ESPN Corporate Citizenship:** ESPN believes that, at its very best, sports uplifts the human spirit. Its corporate citizenship programs use power of sport to positively address society's needs through strategic community investments, cause marketing programs, collaboration with sports organizations and employee volunteerism, while also utilizing its diverse media assets. For more information please go to [www.espn.com/citizenship](http://www.espn.com/citizenship).

**ESPN Brazil:** ESPN arrived in Brazil in 1989 and was the first paid sports TV channel in the country. In 1995, the company created the ESPN Brazil channel. In April 2009, launched ESPN HD, in high definition, that was then called ESPN+ in July 2012. ESPN International includes activities such as TV, radio, internet, wireless, consume products and event management.

The company holds offices in key places around the world, including Bangalore, Bristol (EUA), Buenos Aires, Cidade do México, Hong Kong, Londres, Miami, Melbourne, Mumbai, New York, Rio de Janeiro, São Paulo, Sidney e Toronto. Since 1983, ESPN (originally founded in Bristol, Connecticut, in 1979) has grown around the world, establishing itself as a leading brand in the world of sports. The philosophy of global growth is to always serve the sports fans and be relevant locally, with content and products that fulfil its fans passion and dedication.

**love.fútbol:** love.fútbol creates community soccer fields that act as community centres and catalysts for sustainable social change. They partner with communities to plan, build and manage low-resource, high-impact fields that encourage informal, creative soccer, act as hubs for social programs, generators of social enterprise and provide authentic, highly-visible touch points for brands. They have worked in some of the most difficult conditions across Latin America.

**Vencer:** Led by Partners of the Americas, Vencer combats youth unemployment in Latin America and the Caribbean using team sports. Vencer is a youth employment program wrapped inside of a ball. At-risk youth, ages 16-24, acquire marketable job expertise by building on six core sport-based skills: teamwork, communication, discipline, respect, a focus on results, and continual self-improvement. In 7-9 months, youth learn life and vocational skills and complete internships with local businesses. They learn to bring the best values of sport and apply them to the workplace.

**EPROCAD:** Founded 1985, EPROCAD started as a high-performance sports organization. In 2001, it was reorganized "To contribute to the social inclusion of children, adolescents and their families, through sports, education and culture, enabling autonomy of participation in society". EPROCAD currently works with over 1000 youth in the region of Santana de Parnaíba and other neighboring cities.

**University of São Paulo:** The University of São Paulo is a public university in the Brazilian state of São Paulo. It is the largest Brazilian public university and the country's most prestigious educational institution. It holds a high reputation among world universities, being ranked 51-60 worldwide by the Times Higher Education World University Rankings. Founded in 1934, USP is involved in teaching, research and university extension in all areas of knowledge, offering a broad range of courses. <http://www5.usp.br/>

## **ESPN Talent - Biographies**

### **GERMAN HARTENSTEIN**



German Hartenstein serves as General Manager of ESPN Brasil and reports directly to Russell Wolff, Executive Vice President and Managing Director of ESPN International.

Hartenstein is responsible for all operations of ESPN in Brasil, including sales, programming, production, marketing and business development. Hartenstein joined ESPN Brasil in 1996 as Chief Financial Officer, playing a key role in the growth of the broadcaster in Brasil.

Before joining ESPN, Hartenstein was the Chief Financial Officer of Handleman of Brasil. He also spent four years at Boehringer Ingelheim where he was Coordinator of Planning and Control and later a Controller of Veterinary Business Unit. After leaving Boehringer he became the Finance Manager of Tambrands Brazil, where he developed and implemented a new financial control system that helped in the recovery of the company's credibility. Hartenstein also took over the role of Controller of Editora Abril's magazine division in 1995.

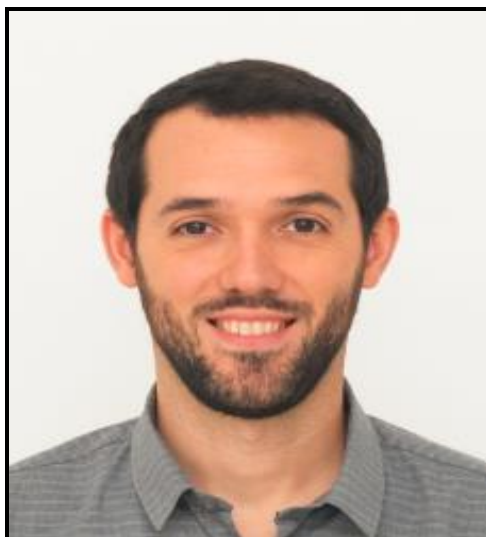
Born in Buenos Aires, Argentina, he received his undergraduate degree in Business Administration from FAAP in 1986. In 1991 he completed his MBA at IBMEC as well as his EDP at Kellogg Graduate School of Management in 2001. He is fluent in English, Spanish and Portuguese.

### **JULIANA VEIGA**



With a B.A. in Radio & TV in Anhembi Morumbi, Juliana has a relationship with sports beyond TV. Five-time snowboard Brazil National champion, surfer, she has experienced bodyboard, stand up paddle, *physical conditioning* and ashtanga yoga. In 2001 she did a *pilot show* of snow sports for Sportv; in 2002 she went to Bandeirantes where she anchored Band Sport News and Total Sport; in 2008 she started voicing commercials to Ogilvy. And in 2012 she started in ESPN channels. Today she presents Sportscenter 1<sup>st</sup> edition with Eduardo Monsanto.

### **GUSTAVO HOFMAN**



Gustavo Hofman graduated in Journalism from the Catholic University of Campinas and in Communication and Marketing from Casper Libero in Sao Paulo. Before becoming a journalist, he played basketball for the Equestrian Company and the Tennis Club, both in Campinas city and played the Paulista Championships between 1994 and 1998. He began his career on websites and magazines in Campinas. As a reporter, he joined the Folha de São Paulo (a daily newspaper) and shortly after he was hired by Terra portal, in the same position. He joined the ESPN commentators team in 2011. He is an expert in Russian Football. In the 2014 World Cup he covered the German National Team. Today he is a commentator of Bate Bola Bom Dia and Futebol no Mundo.

## ANA DAVID



Ana David is the Legal Director and is responsible for community engagement, ESPN Brasil. Ana Luiza Gomes David has been a Lawyer since 1993, and graduated from the Federal University of Rio de Janeiro ("UFRJ"). She received an MBA by Business School Sao Paulo, in 2011, in Sao Paulo, Brazil. She qualified to practice US Law at George Washington University, in 2010, in Washington, D.C and received a Post-Graduate Degree in Telecommunication Law from UniverCidade in 2005 in Sao Paulo. She has been the Legal Director at ESPN Brasil since 2007, and also oversees the Caravana Project. Before ESPN, she acted as lawyer at TV Globo, Almap, BBDO and Baker & McKenzie of Rio de Janeiro.