



# The World Games 2013 C A L I

Fair Play To The Planet

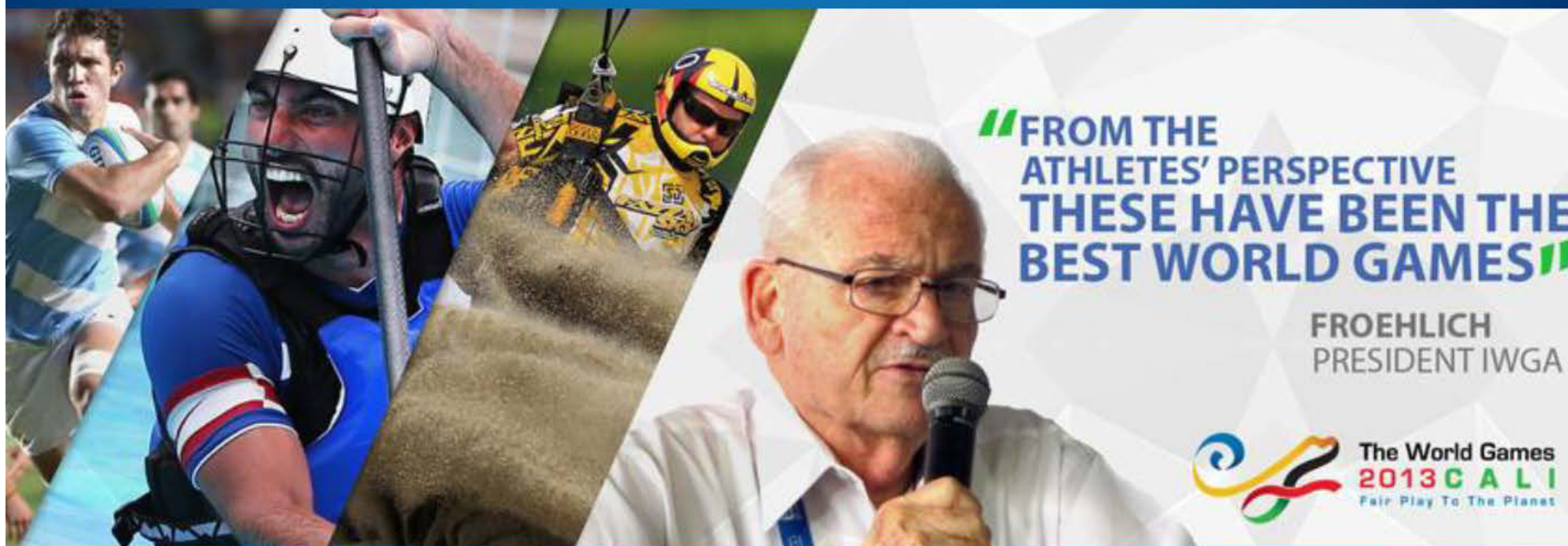


# THE MOST IMPORTANT MULTISPORT EVENT IN THE HISTORY OF CALI AND COLOMBIA

JULY 25<sup>TH</sup> - AUGUST 4<sup>TH</sup> 2013



Los Juegos Mundiales  
**2013 CALI**  
Juego limpio al planeta



**"FROM THE  
ATHLETES' PERSPECTIVE  
THESE HAVE BEEN THE  
BEST WORLD GAMES"**

**FROEHLICH**  
PRESIDENT IWGA



**The World Games**  
**2013 CALI**  
Fair Play To The Planet



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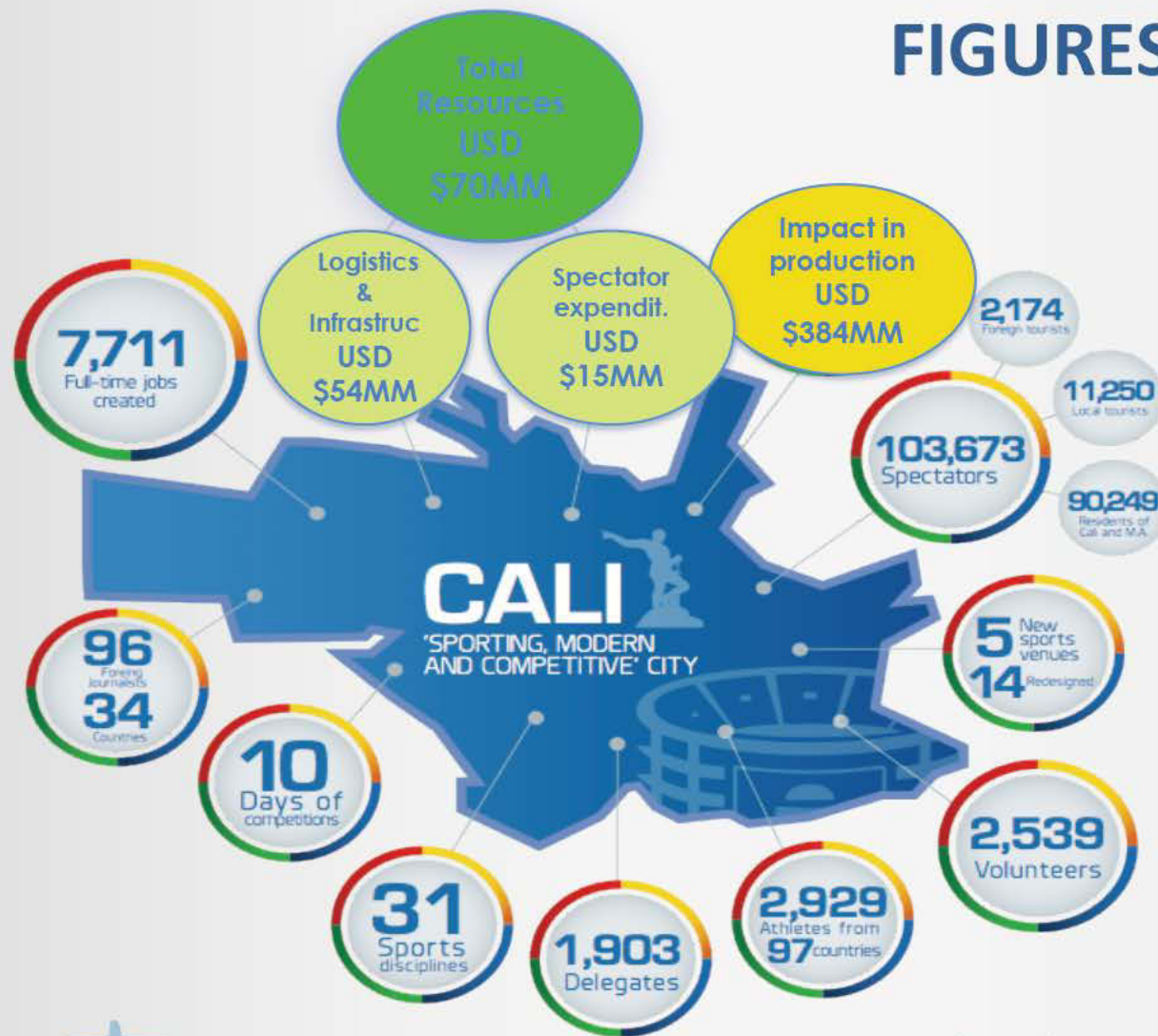
# THE WORLD GAMES 2013 CALI: A SPORTING MEGA EVENT

CHARACTERISTICS	DESCRIPTION
GOVERNANCE	International World Games Association (IWGA)
	Local Organizing Committee (Cali)
	National Organizing Committee
GEOGRAPHIC CONTEXT	International 97 countries: 40 [Europe] + 23 [America] + 23 [Asia] + 2 [Oceania] + 9 [Africa].
FREQUENCY	Every four years in different cities
DURATION	11 days (10 of competitions + 1 opening ceremony)
COMPETITORS	2,929 athletes: 1,511 [Europe] + 823 [America] + 407 [Asia] + 110 [Oceania] + 78 [Africa]
DELEGATIONS	1,903 delegates of sports federations, international judges, national delegates – coaches, physicians, helpers, including representatives of international
SPORTS	31 [26 officials + 5 invitationals]
VENUES	25 [20 under cover + 5 open air]
VOLUNTEERS	2,539 volunteers
MEDIA INTEREST	Cali competed for host status with the cities of Johannesburg [South Africa] and Saint Petersburg [Russia]. 96 journalists from 34 countries
NOVELTY	First edition organized by a Hispanic city and located in a South American country.



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# FIGURES FOR HISTORY



Source: Study of the Economic Impact of The World Games 2013 Cali.  
Pontificia Universidad Javeriana, Cali.  
Research Group on Regional Development, GIDR

Source: author



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## PARTICIPANT COUNTRIES

### AFRICA

7 COUNTRIES

-Benin  
-Egipt  
-Morocco  
-Senegal  
-South Africa  
-Tanzania  
-Tunisia

### OCEANIA

4 COUNTRIES

-Australia  
-Fiji  
-New Caledonia  
-New Zealand

### ASIA

27 COUNTRIES

-Azerbaijan	-Iran	-Pakistan
-Birmanian	-Israel	-Qatar
-Burma	-Japan	-Russia
-China	-Kazakhstan	-Singapore
-South Korea	-Kuwait	-Chinese Taipei
-Philippines	-Macau	-Turkey
-Hong Kong	-Malaysia	-Uzbekistan
-India	-Mongolia	-Vietnam
-Indonesia	-Oman	

### EUROPE

35 COUNTRIES

-Germany	-Finland	-Macedonia
-Austria	-France	-Montenegro
-Belgium	-Georgia	-Moldova
-Belarus	-Great Britain	-Norway
-Bulgaria	-Greece	-Poland
-Czechoslovakia	-Holand	-Portugal
-Croatia	-Hungary	-Romania
-Denmark	-Ireland	-Serbia
-Slovak Republic	-Italy	-Sweden
-Slovenia	-Latvia	-Switzerland
-Spain	-Lithuania	-Turkey
-Estonia	-Luxembourg	

### AMERICA

18 COUNTRIES

NORTH AMERICA	-El Salvador	-Brazil
-Canada	-Guatemala	-Chile
-United States	-Puerto Rico	-Colombia
-Mexico	-Dominican Republic	-Ecuador
CENTRAL AMERICA	SOUTH AMERICA	-Perú
-Bahamas	-Argentina	-Uruguay
-Costa Rica	-Bolivia	-Venezuela







# OUTSTANDING RESULTS



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# ATL & PR



# PR STRATEGY GENERATED US\$4.534.362 IN MEDIA COVERAGE

	WEEK PREVIOUS TO THE GAMES (JULY 18-24)		WEEK OF THE GAMES (JULY 25 – AUGUST 4)		WEEK AFTER THE GAMES (AUGUST 5-11)		TOTAL (PESOS \$)
Media	Publications Cost/Seconds		Publications Cost/Seconds		Publications Cost/Seconds		
Press	34	\$232,743,000	103	\$1,506,905,000	29	\$511,370,000	\$2,251,018,000
Radio	6800	\$63,095,800	398016	\$1,195,298,008	1376	\$118,882,080	\$1,377,275,888
Television	3662	\$506,923,200	18344	\$4,743,961,276	1144	\$189,546,074	\$5,440,430,550
<b>TOTAL</b>		\$802,762,000		\$7,446,164,284		\$819,798,154	\$9,068,724,438



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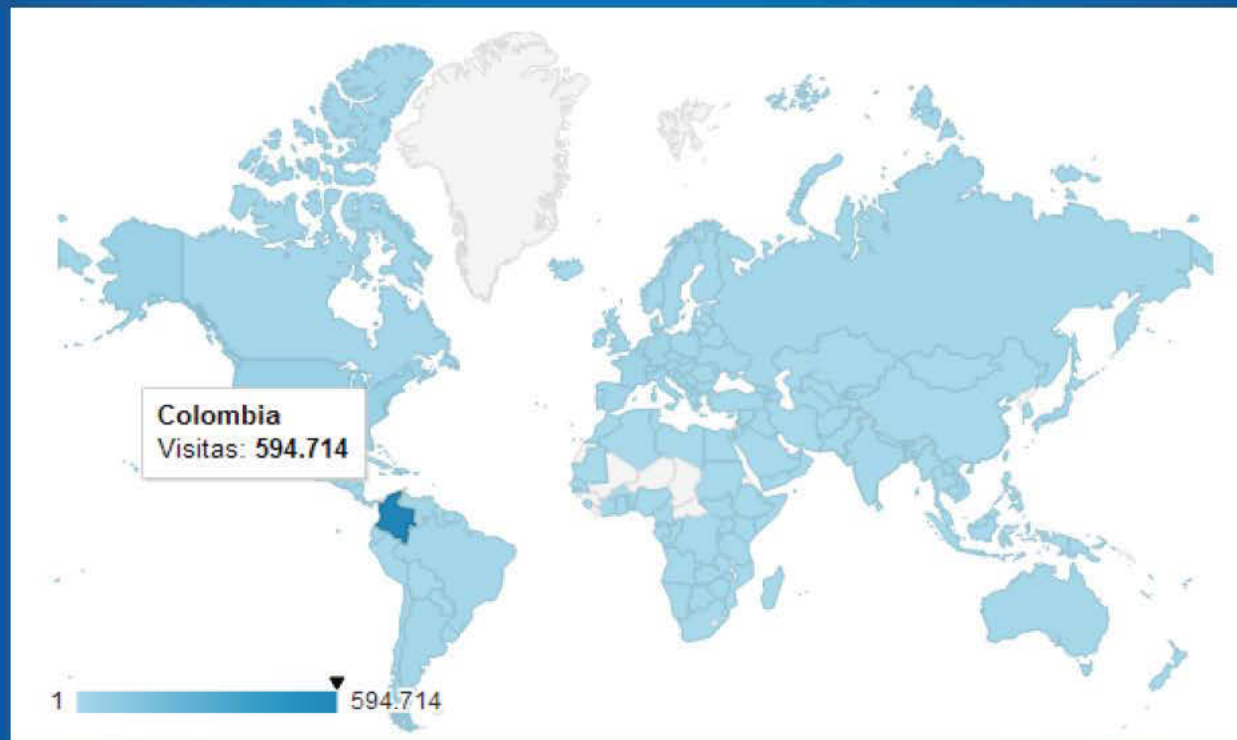
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# NEW MEDIA



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# 707.557 Website Visitors



Total visitors: 707.557 during July and August 2013



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# KEY RESULTS

## Website

Monthly Indicators	Base October	November	December	January	February	March	April	May	June	July	August
Visits:	4.340	6.832	9.365	23.742	25.302	25.395	32.151	62.273	65.037	485.065	222.492
Unique Visitors:	3.817	6.081	8.287	19.061	19.309	19.376	23.649	42.610	46.728	327.213	147.728
Organic traffic percentage	37,7%	32,9%	15,9%	45,9%	49,9%	50,4%	51,9%	50,2%	55,1%	62,2%	61,4%
PageViews:	7.140	12.728	25.996	66.264	76.809	81.061	104.269	186.229	181.344	1.386.480	608.906
Pages / Visit:	1,65	1,86	2,78	2,79	3,04	3,19	3,24	2,99	2,79	2,86	2,74
Average visit duration:	00:01:09	00:01:25	00:02:29	00:03:07	00:03:50	00:04:08	00:04:35	00:05:15	00:04:22	00:03:27	00:02:59
Bounce Rate:	66,36%	66,63%	54,69%	51,87%	51,10%	49,32%	48,98%	51,28%	51,66%	50,26%	56,27%
	2012			2013							



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## Facebook

Monthly Indicators	Base October	November	December	January	February	March	April	May	June	July	August
Clicks	12.174	13.456	17.991	29.768	73.924	97.827	95.347	111.937	118.901	1'989.477	1'766.534
Fans (Accumulated)	2.947	3.367	3.756	5.232	11.100	17.321	18.810	21.385	23.742	61.162	66.868
People talking about the brand	838	1.243	1.333	2.783	9.594	9.758	6.014	6.210	6.100	70.755	49.838
Reach (people)	39.615	29.042	27.979	86.676	1'608.578	1'266.262	408.716	353.836	397.008	7'317.718	2'065.353
Viral Hits	57.072	85.770	78.045	197.836	272.664	278.228	574.251	432.105	443.450	6'184.090	4'215.818
Total Impressions	208.615	225.004	228.803	517.776	3'592.849	3'080.158	1'259.256	1'411.764	1'189.070	21'871.375	8'744.664
	2012			2013							

66.800 fans around the world



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## Twitter

Monthly Indicators	November	December	January	February	March	April	May	June	July	August
Tweets (Spanish)	224	237	257	709	553	1.069	1.123	1.320	3.098	972
Spanish Followers (Accumulated)	296	423	774	1.385	6.284	11.050	12.032	13.035	21.602	22.726
English Followers (Accumulated)	204	246	396	606	798	981	1.198	1.474	3.409	4.007
	2012		2013							

Total followers: 26.726  
 Followers in Spanish: 22.726  
 Followers in English: 4.007



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# STREAMING

		Connections	Countries	Devices			
				flash	apple	android	other
Opening	25/07/2013	30292	65	28137	403	961	49
international Signal July 26	26/07/2013	23780	68	22826	217	406	3
international Signal July 27	27/07/2013	22919	76	21489	395	582	0
Archery	27/07/2013	5540	67	5262	35	94	0
Flying Disc	28/07/2013	25014	85	22647	613	986	3
Archery	28/07/2013	283	20	279	0	2	0
international Signal July 28	28/07/2013	12534	68	11699	241	325	0
Flying Disc	29/07/2013	27228	85	23854	683	1083	0
international Signal July 29	29/07/2013	16951	56	16337	82	321	3
Flying Disc	30/07/2013	168874	80	160497	2286	3161	12
Powerlifting	30/07/2013	45068	82	42971	327	1254	24
international Signal July 30	30/07/2013	7262	46	6645	243	248	0
Powerlifting	31/07/2013	47748	73	46163	319	558	0
international Signal July 31	31/07/2013	7369	46	6846	129	283	0
Powerlifting	01/08/2013	30483	70	37003	416	1137	0
international Signal August 1	01/08/2013	15083	81	14499	81	340	1
Orienteering	02/08/2013	40123	62	39510	52	280	4
international Signal August 2	02/08/2013	6060	52	5658	46	268	0
Orienteering	03/08/2013	9470	59	9069	92	152	0
international Signal August 3	03/08/2013	8090	59	7722	45	223	0
Orienteering	04/08/2013	15780	70	14953	209	273	0
international Signal August 4	04/08/2013	30377	92	29526	299	551	2

TOTAL CONNECTIONS: 596.328

Live broadcasting to 18 countries  
including Colombia.



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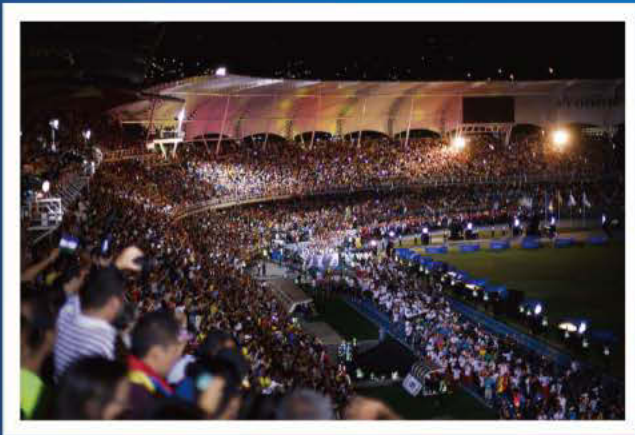




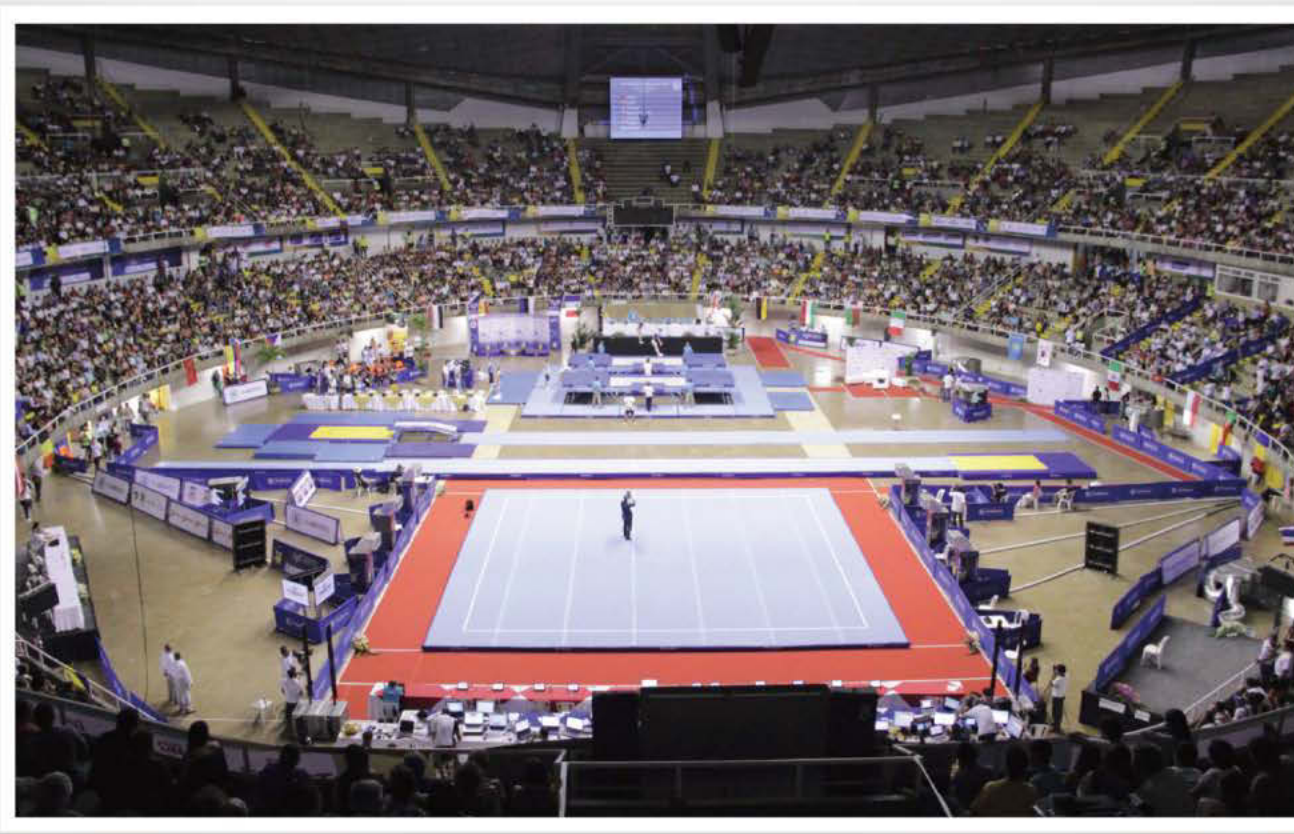
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# SPONSORSHIP



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Acrobatic and Trampoline Gymnastics /El Pueblo Coliseum /July 29th – 31st



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Inline Hockey/ Inline Hockey Coliseum / July 26th – 30th



  
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# RESULTS - CASH

COMPANY	INVOICE VALUE(Pesos)
Postobon S.A.	\$ 200,000,000
Colombina S.A.	\$ 150,000,000
Harinera del Valle	\$ 185,000,000
Laboratorios Lasante S.A.	\$ 100,000,000
Banco de Occidente	\$ 215,000,000
Fanalca	\$ 150,000,000
Carvajal Información SAS	\$ 250,000,000
Almacenes La 14 S.A.	\$ 200,000,000
Gases de Occidente S.A. ESP	\$ 70,000,000
Corp. Coomeva	\$ 20,000,000
Colanta Ltda.	\$ 5,000,000
Avianca S.A.	\$ 200,000,000
Studio F	\$ 50,000,000
HLF Colombia	\$ 35,000,000
TISSOT	\$ 144,000,000
TOTAL (pesos)	\$ 1,974,000,000
TOTAL USD	987.000



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# RESULTS - VIK

VIK SPONSORSHIP	
COMPANY	VIK VALUE(Pesos)
Sura	\$ 1,000,000,000
Emcali	\$ 2,285,509,457
Comfandi	\$ 640,000,000
El Pais	\$ 251,680,500
Águila Roja	\$ 189,942,000
MIO	\$ 250,000,000
Mac	\$ 58,000,000
Qbano	\$ 52,500,000
Avianca	\$ 300,000,000
Postobon	\$ 700,000,000
Carvajal	\$ 250,000,000
Totto	\$ 23,055,000
La 14	\$ 671,260,000
TOTAL PESOS	\$ 6,671,946,957
TOTAL USD	3335973.48
TOTAL SPONSORSHIP CASH + VIK (PESOS)	\$ 8,645,946,957
TOTAL SPONSORSHIP CASH + VIK USD	4322973.48



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# ENVIRONMENTAL LEGACY



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# Environmental Actions during The World Games 2013 Cali

- Solid Waste Management
- Carbon Footprint
- Water Footprint



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# SOLID WASTE MANAGEMENT

<http://www.youtube.com/watch?v=7CDEkgEay-E>



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# Carbon Footprint of the event



**14.569 tons of CO<sub>2</sub>**

Aplicado por ONF Andina, verificado por ONF Internacional. No equivalente a certificación



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# ENVIRONMENTAL ACTIONS

## Sustainable Movility:

- The organization pioneered the use of 100% electric vehicles as part of the sustainable mobility.
- Covered 4.356 km with an energy consumption of 592 kW-h.
- Savings of 1.01 tons of CO2 equivalent compared to the use of regular cars



# ENVIRONMENTAL LEGACY

The experience of “Fair Play to the Planet” represents an opportunity to establish environmental policies in the organization of future sport events.

## Use of ecological paper from sugar cane fiber;

- Prevents contamination due to the elimination of bleaching chemicals
- Generates less solid waste residues



# ENVIRONMENTAL LEGACY

## Educational Environmental Communication Strategy

- Development of a Web page to communicate environmental topics – Carbon Footprint
- Diffusion of the topic through mass media.

## Planting of Trees:

- 6.000 trees were planted with the Fundación Club Campestre de Cali
- 10.000 square meters were planted with trees with Comité cuenca río Cali



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# ENVIRONMENTAL LEGACY

## Implementation of the Solid Waste Management Plan (PGIRS in spanish)

- Massive communication of “Separate to Recycle” to minimize the solid waste residues.
- Work with recyclers. They were trained in technical aspects and prepared for their work in future events



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**Deposita Aquí**  
**Please Deposit Here**

**RESIDUOS RECICLABLES**  
**RECYCLABLES**

**RESIDUOS NO RECICLABLES Y ORGÁNICOS**  
**NON RECYCLABLES AND ORGANIC**

Juego Limpio al Planeta

Plástico  
Paper  
Cartón  
Cardboard

Separar para Reciclar  
We Separate  
We Recycle

Sobras de Alimentos  
Food Waste

Servilletas  
Napkins

Logo of the University of Valle del Cauca, Caldeportes, Calidra, and other sponsors.

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**RESIDUOS RECICLABLES**  
**RECYCLABLES**

Plástico  
Paper  
Cartón  
Cardboard

Logo of the University of Valle del Cauca, Caldeportes, Calidra, and other sponsors.

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**RESIDUOS NO RECICLABLES Y ORGÁNICOS**  
**NON RECYCLABLES AND ORGANIC**

Sobras de Alimentos  
Food Waste

Servilletas  
Napkins

Logo of the University of Valle del Cauca, Caldeportes, Calidra, and other sponsors.

**SEPARAR PARA RECICLAR**  
**We Separate We Recycle**

Juego Limpio al Planeta

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**RESIDUOS NO RECICLABLES Y ORGÁNICOS**  
**sobras de Alimentos y Servilletas**

**RESIDUOS RECICLABLES**  
**Papel, Cartón, Plástico y Metales**

**NON RECYCLABLES AND ORGANIC**  
**Food Waste and Napkins**

**RECYCLABLES**  
**Paper, Cardboard, Plastic Metals**

Logo of the University of Valle del Cauca, Caldeportes, Calidra, and other sponsors.



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# Reduction Strategies for future events



- Use of videoconference
- Promote use of Public Transportation
- Use of sustainable transportation
- Optimization of terrestrial transportation
- Selection of partners with sustainable practices
- Use of recycled or recyclable articles
- Optimal Solid Waste Management
- Use of airlines with sustainable practices



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# THE WORLD GAMES 2013 CALI WATER FOOTPRINT

[http://www.youtube.com/  
watch?v=ReL4zjD0Yp8](http://www.youtube.com/watch?v=ReL4zjD0Yp8)



# The World Games 2013 Cali water responsibility strategy

## Water Responsibility Strategy

Awareness to responsible water consumption

Visibility of responsibility and need for environmental conservation for water sustainability. Project "Incentivos" for the conservation of the River Cali.

USING TOOLS MENTIONED IN OBJECTIVE 4. COMMUNICATION AS A VEHICLE FOR ENVIRONMENTAL AWARENESS.

**CONSERVATION STRATEGIC ZONES**  
Los Farallones de Cali Natural National Park- Cali Forest Reserve.  
**BASIN MULTISECTORAL VISION**  
**THREATS**  
Medium and low basin pollution (section 4, 5, 6 and 7)

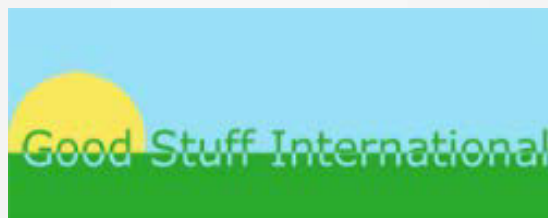
**INDIVIDUAL ACTIONS BECOMING COLECTIVE ACTIONS**  
**PROYECT «INCENTIVOS» TO CONSERVATION**



## Award to The World Games 2013 Cali

Organizations with renowned  
research nationally and  
internationally  
on the issue of water footprint

Based in the Netherlands, Switzerland  
and Kenya. It brings together some of the  
largest water footprint experts who have  
actively participated in the formulation of  
the methodology used in this study



Based in Medellin. Leading  
organization in the field of water  
footprint in Colombia. coordinator of  
the study water footprint in Porce  
River basin, pioneer basin project in  
Colombia and the region.



**PUBLIC AWARD TO:**



Reino de los Países Bajos



**For being an event that promotes awareness and water  
responsibility through the project : Water footprint of The  
World Games 2013 Cali**



# CONCLUSIONS

**The World Games 2013 Cali meant to Cali:**

## **SOCIAL**

Exalted sense of belonging and pride through a successful celebration of an outstanding, unprecedented mega sport event in Latin America.

## **ECONOMIC**

Dinamization of local economy



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## SPORTS

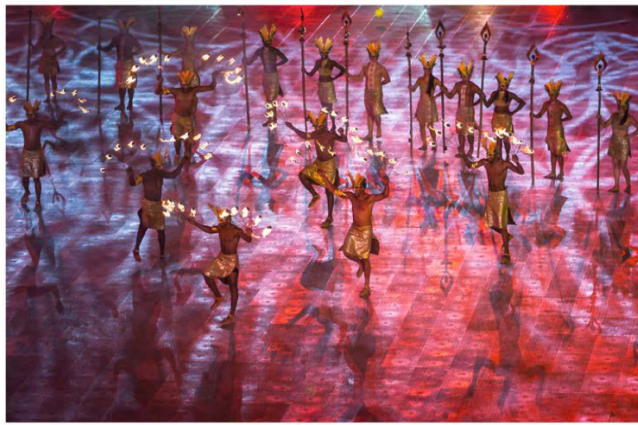
Opportunity to consolidate the experience of conducting international sport events

Opportunity to promote social responsibility through sport.

Opportunity to improve the image and the city competences at a regional, national and international level



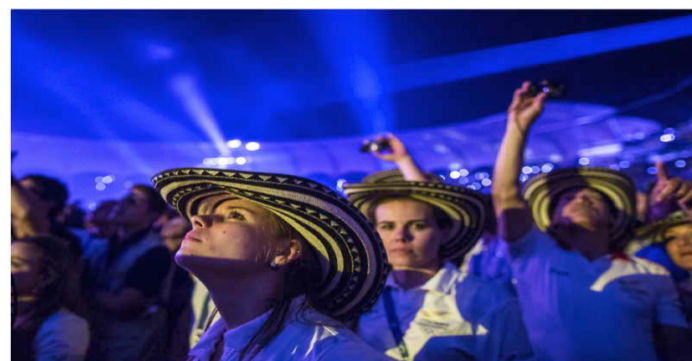
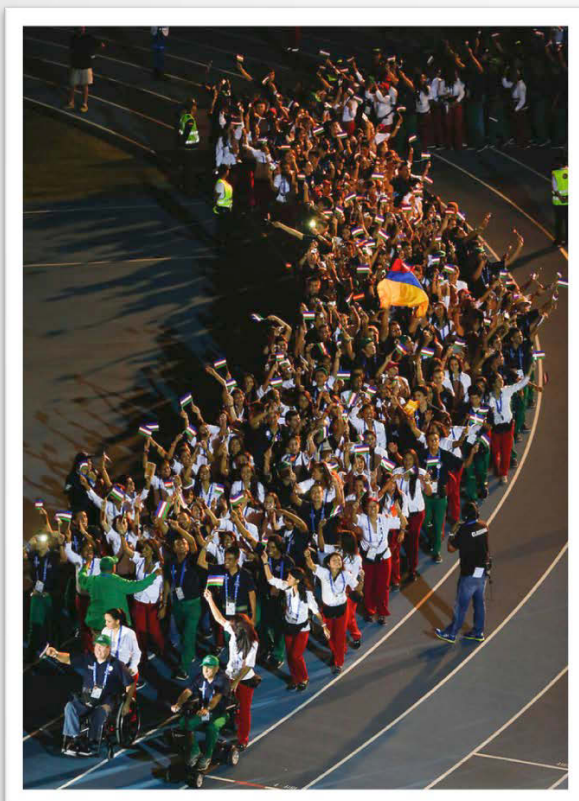
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Opening Ceremony/Pascual Guerrero Stadium /July 25th



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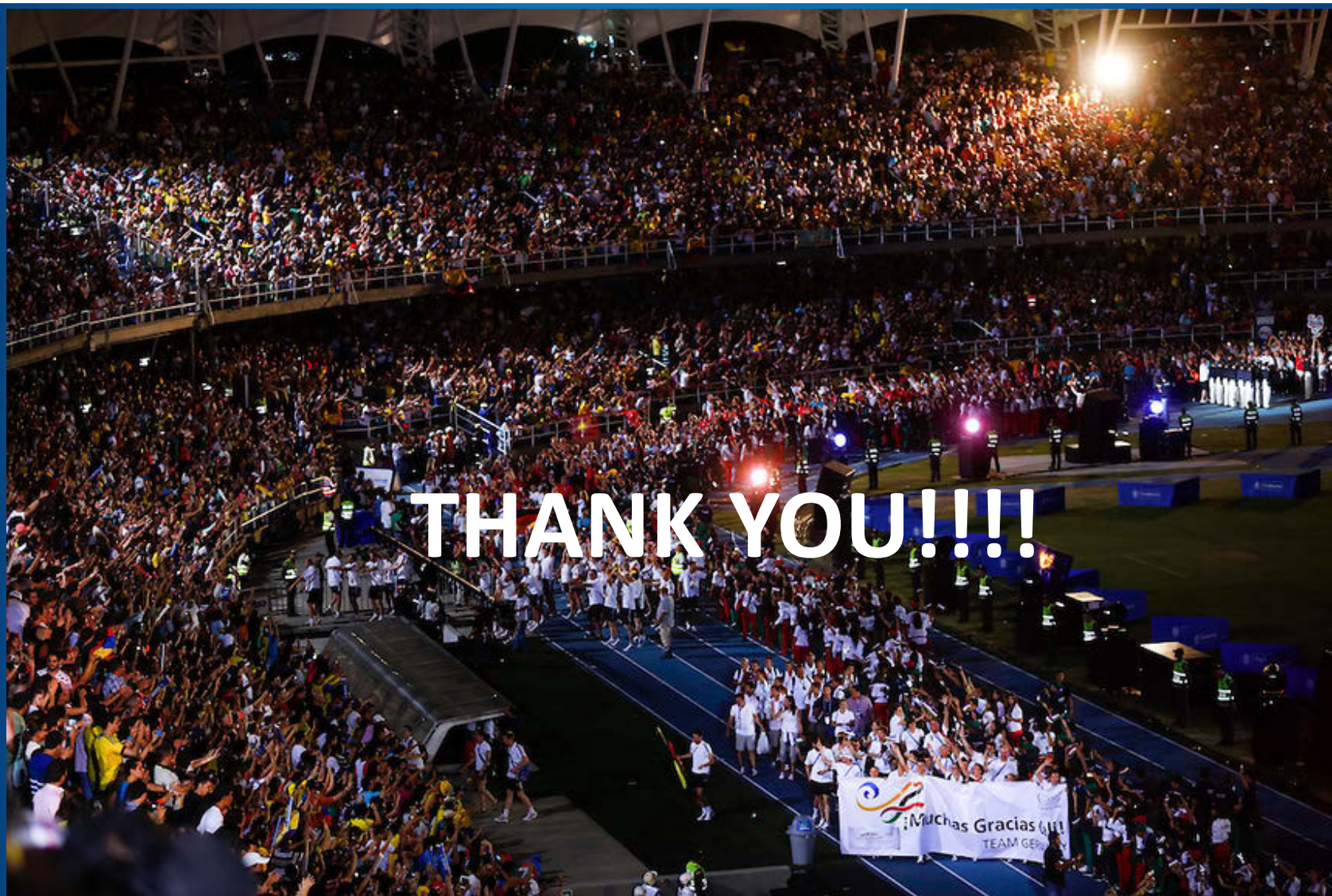


Closing Ceremony/ Pascual Guerrero Stadium/ August 4th



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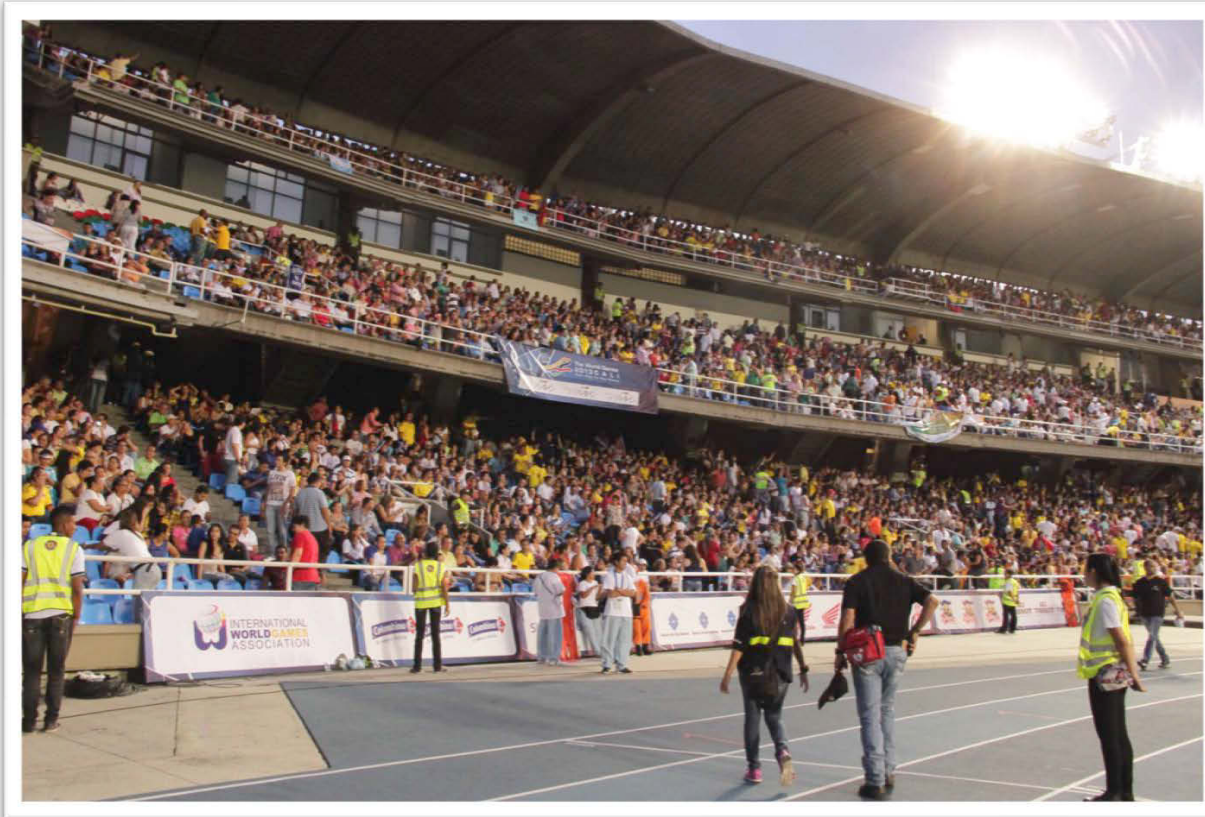
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# MEMORIES...



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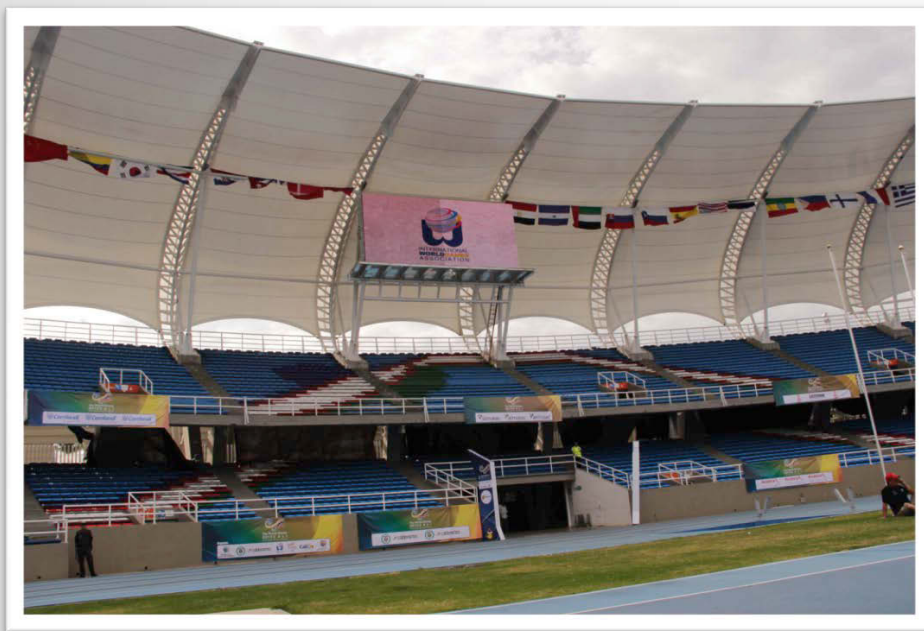




Closing Ceremony/ Pascual Guerrero Stadium/ August 4th



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Flying Disc/ Pascual Guerrero Stadium



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Billiards /Billiards Coliseum / July 26<sup>th</sup> -30<sup>th</sup>



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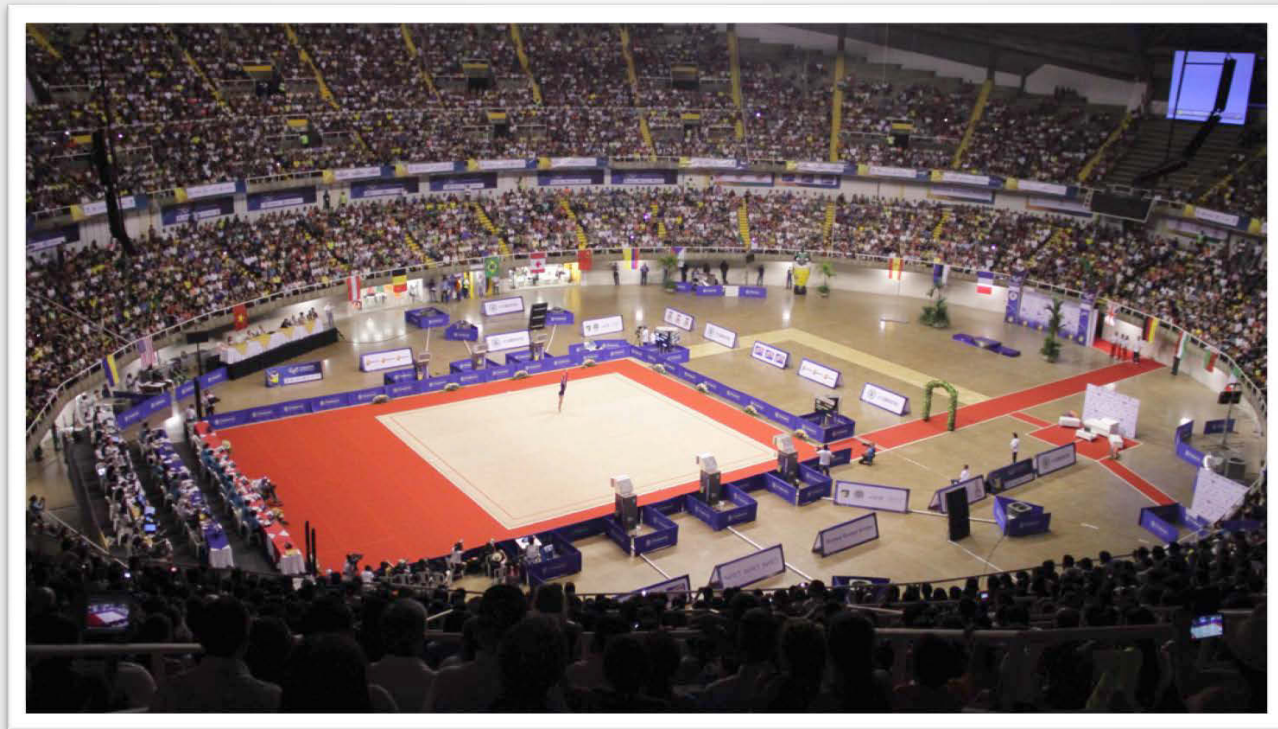


Duathlon / El Ingenio Park/ July 26th – 27th



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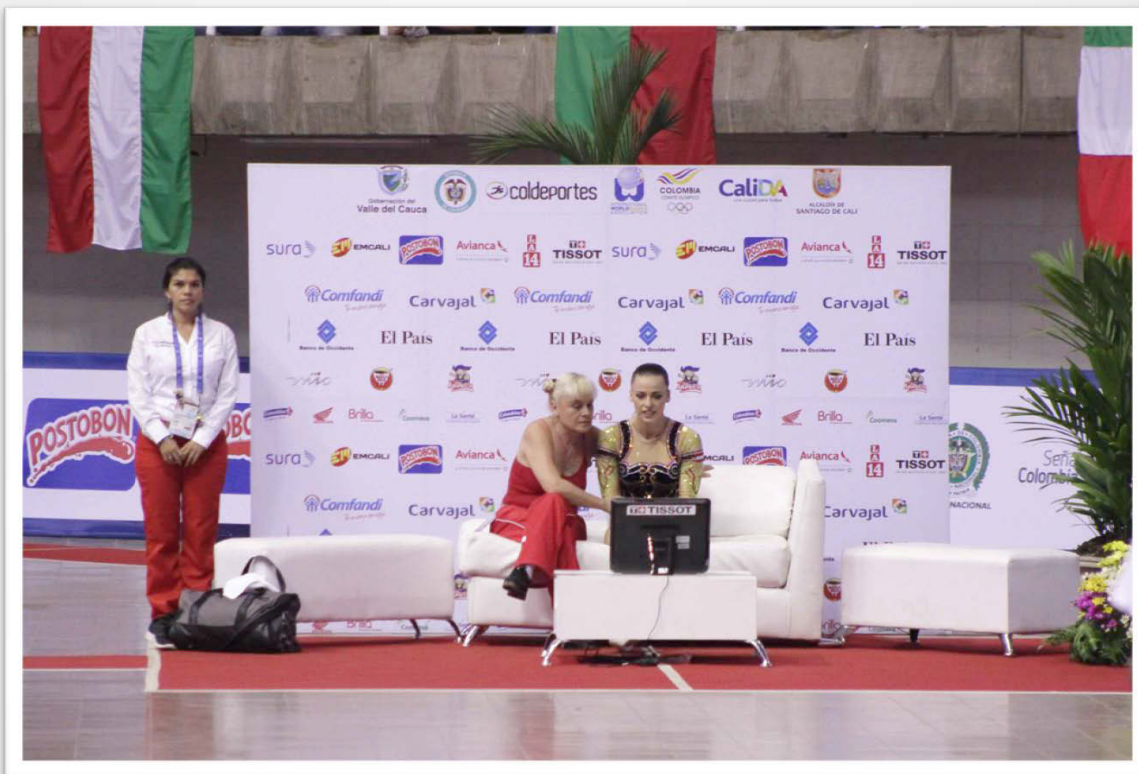




Rythmic Gymnastics / El Pueblo Coliseum / July 26th – 27th



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Aerobic Gymnastics / El Pueblo Coliseum / August 2nd – 3rd



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Acrobatic and Trampoline Gymnastics /El Pueblo Coliseum /July 29th – 31st



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Inline Hockey/ Inline Hockey Coliseum / July 26th – 30th



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Ju Jitsu /Evangelista Mora Coliseum /July 29th – 30th



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Ju Jitsu /Evangelista Mora Coliseum /July 29th – 30th



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Hernando Botero O'Byrne Swimming Pools



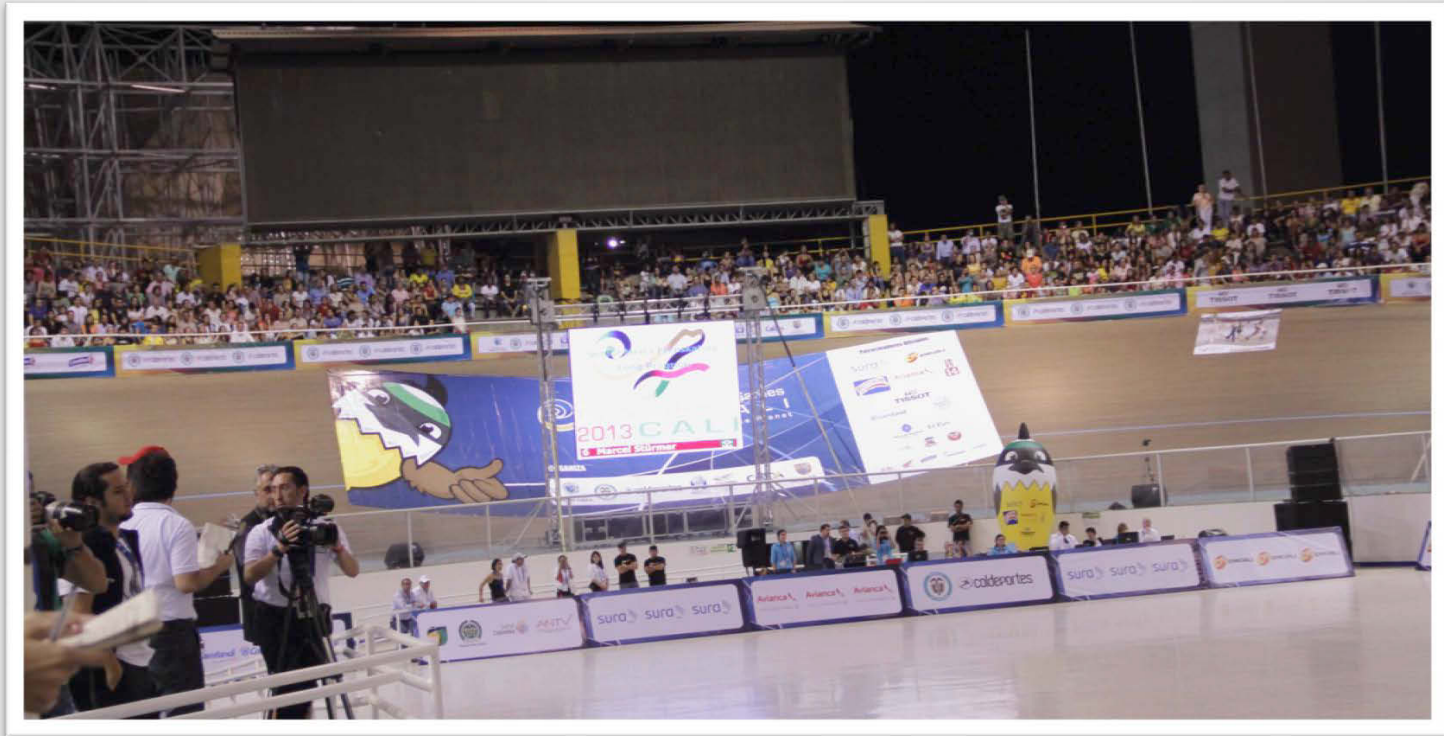
Los Juegos Mundiales  
2013 **C A L I**  
Juego limpio al planeta



Roller Skating Artistic /Alcides Nieto Patiño Velodrome /July 26th – 27th



Los Juegos Mundiales  
2013 **C A L I**  
Juego limpio al planeta



Roller Skating Artistic /Alcides Nieto Patiño Velodrome /July 26th – 27th



Los Juegos Mundiales  
2013 C A L I  
Juego limpio al planeta





Cañasgordas Club



Los Juegos Mundiales  
2013 **C A L I**  
Juego limpio al planeta





Softball / Softball Diamond / July 26th – 30th



Los Juegos Mundiales  
2013 **C A L I**  
Juego limpio al planeta



Softball / Softball Diamond / July 26th – 30th



Los Juegos Mundiales  
2013 **C A L I**  
Juego limpio al planeta



Sumo /Mariano Ramos Combat Coliseum /July 26th – 27th



Los Juegos Mundiales  
2013 CALI  
Juego limpio al planeta





Sumo /Mariano Ramos Combat Coliseum /July 26th – 27th



Los Juegos Mundiales  
2013 C A L I  
Juego limpio al planeta

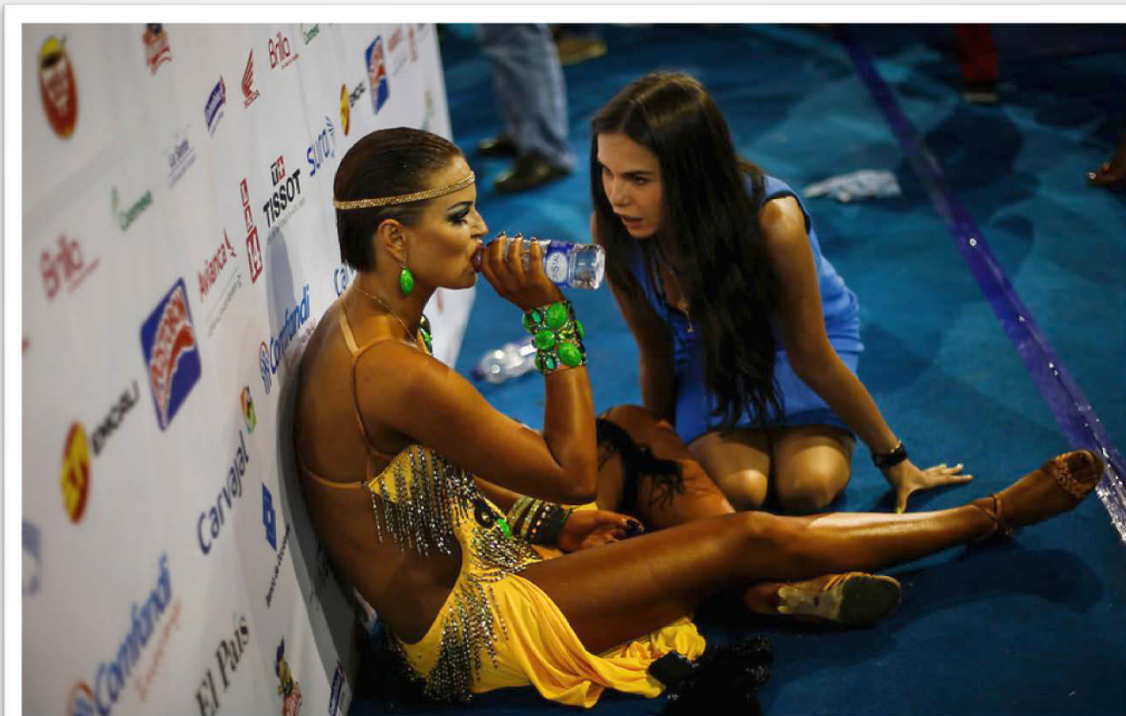


DanceSport/ Cañaveralejo Bull Fighting Ring / July 27th – 28th



Los Juegos Mundiales  
2013 C A L I  
Juego limpio al planeta





DanceSport/ Cañaveralejo Bull Fighting Ring / July 27th – 28th



Los Juegos Mundiales  
2013 C A L I  
Juego limpio al planeta

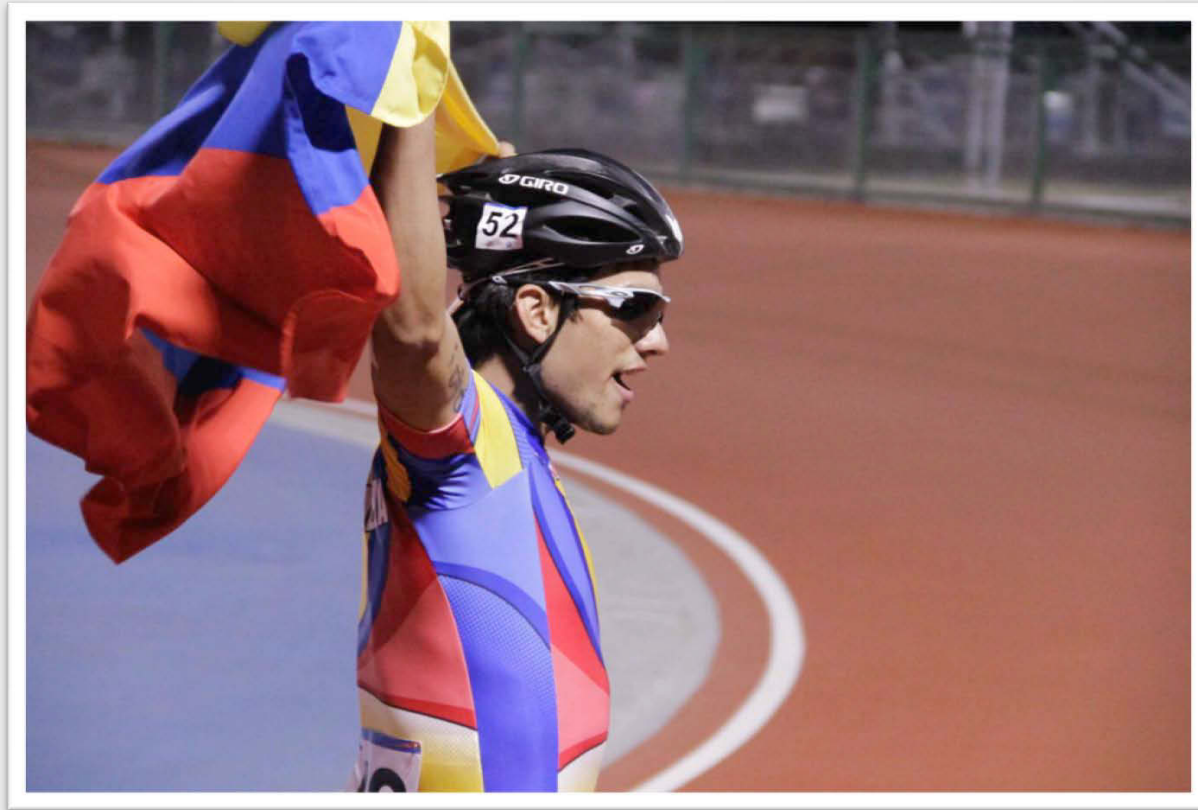




Beach Handball/ Cañaveralejo Bull Fighting Ring / August 2nd – 4th



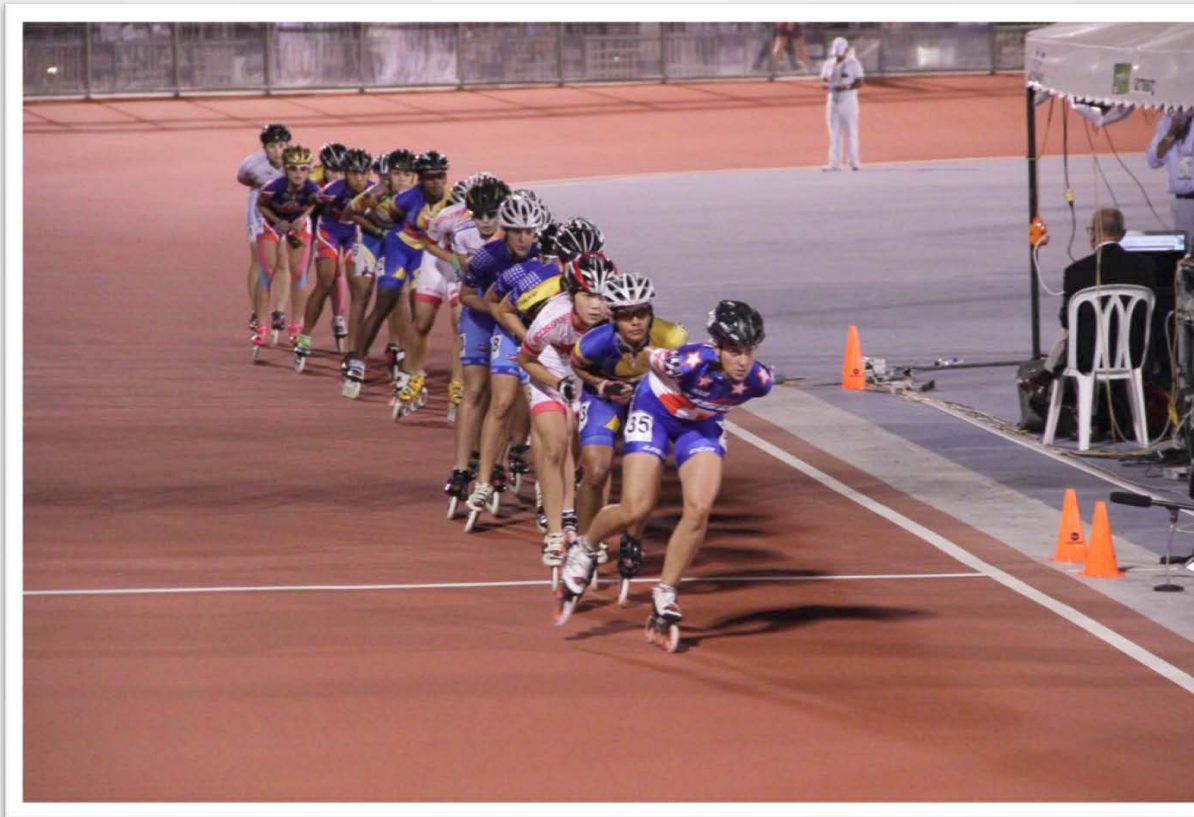
Los Juegos Mundiales  
2013 **C A L I**  
Juego limpio al planeta



Speed Skating Track / Mundialista Roller Skating Rink /  
July 31st and August 1st – 2nd



Los Juegos Mundiales  
2013 C A L I  
Juego limpio al planeta



Speed Skating Track / Mundialista Roller Skating Rink /  
July 31st and August 1st – 2nd



Los Juegos Mundiales  
2013 CALI  
Juego limpio al planeta

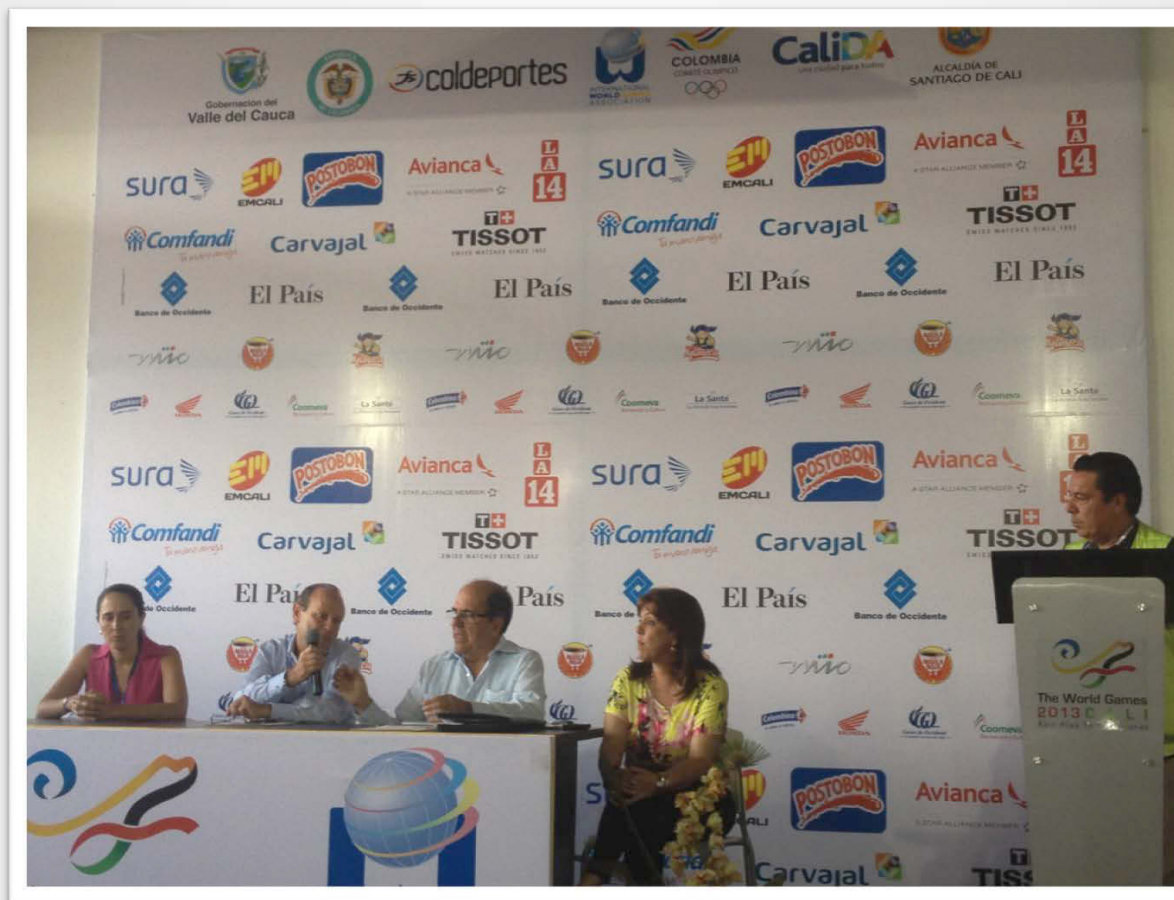




Archery / Mundialista Roller Skating Rink / July 28th



Los Juegos Mundiales  
2013 C A L I  
Juego limpio al planeta

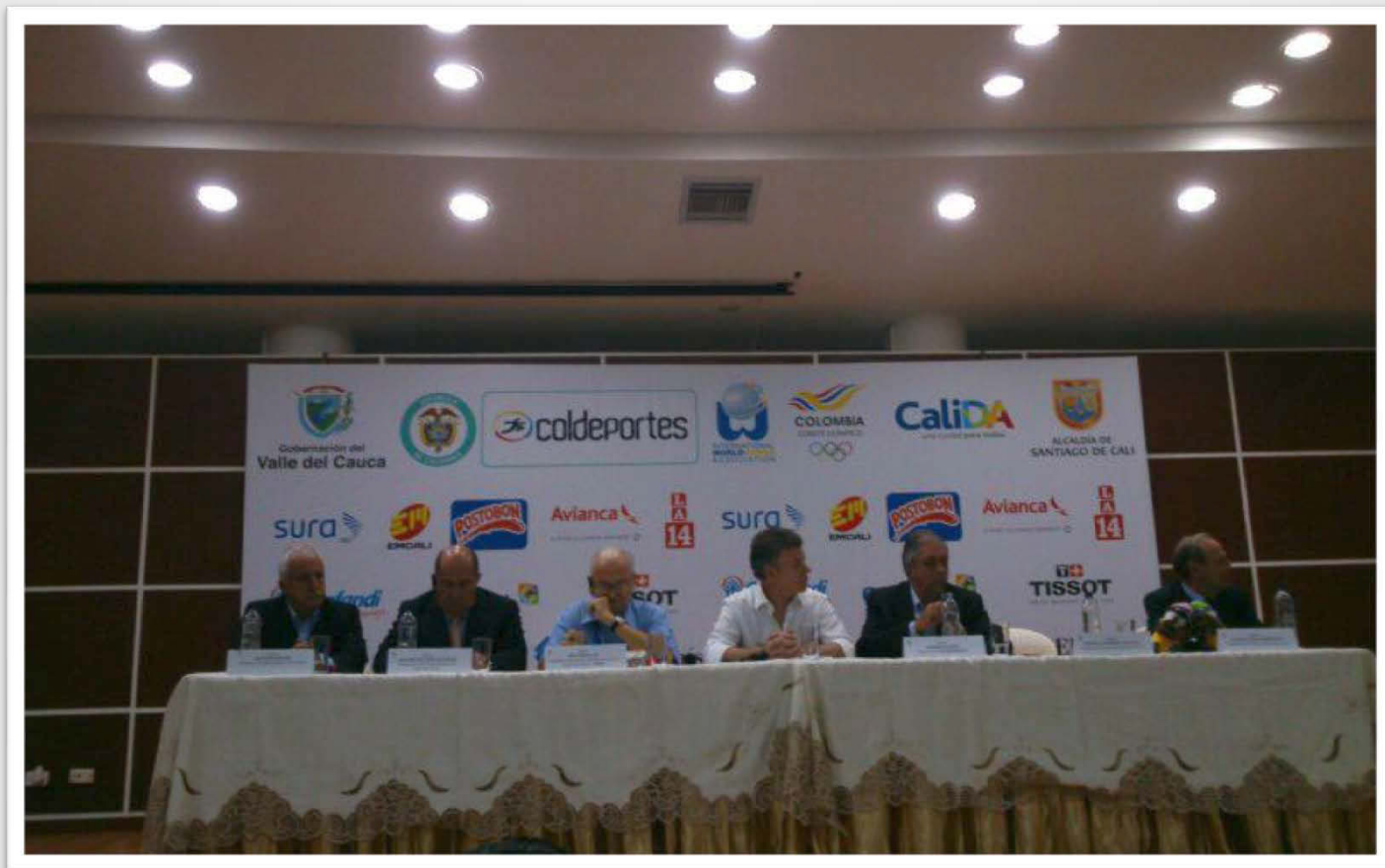


## Main Press Room

A daily press conference was conducted during the 11 days of the event



Los Juegos Mundiales  
2013 CALI  
Juego limpio al planeta



Press conference with President of Colombia, Juan Manuel Santos.



Los Juegos Mundiales  
2013 **CALÍ**  
Juego limpio al planeta





Press conference with President of Colombia, Juan Manuel Santos.



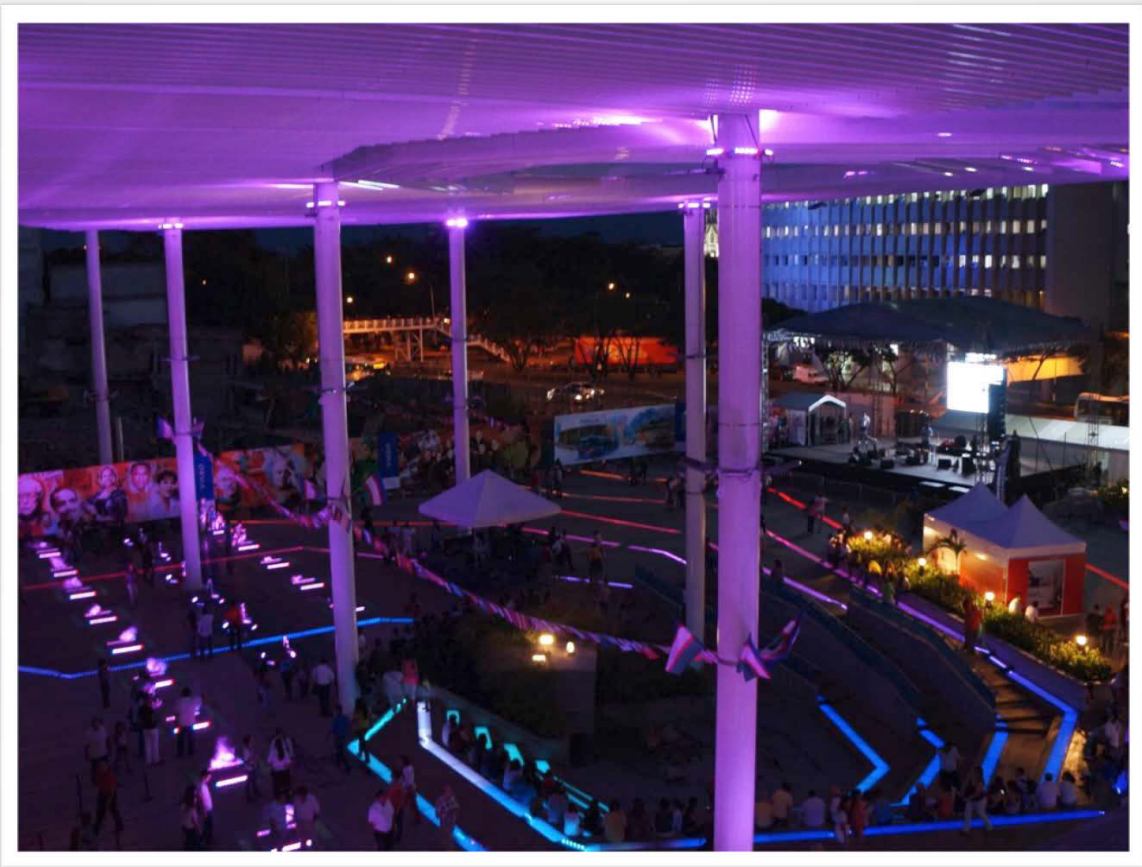
Los Juegos Mundiales  
2013 C A L I  
Juego limpio al planeta



The World Games Plaza  
Daily cultural activities during The World Games 2013 Cali



Los Juegos Mundiales  
2013 C A L I  
Juego limpio al planeta



The World Games Plaza  
At least 1000 people a day attended the  
Plaza



Los Juegos Mundiales  
2013 C A L I  
Juego limpio al planeta

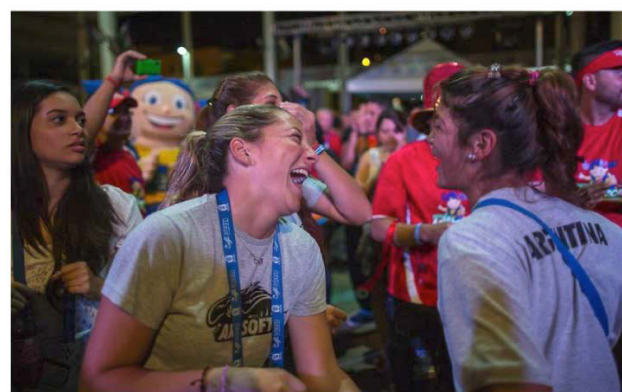




## Athletes Party



Los Juegos Mundiales  
2013 **C A L I**  
Juego limpio al planeta



## Athletes Party



Los Juegos Mundiales  
2013 **C A L I**  
Juego limpio al planeta