

# BF Touch

15/06/2016 - 25/06/2016

Várias Cidades - Estados Unidos

Urban intervention action in USA with impact in the end consumer. A samba marathon in which the participants must challenge others. Will be made videos of 15 seconds, then they will be posted on Instagram with the hashtag #sambathon, which will be automatically sent to Tumblr (brazilianfootwearus.com), where they will be voted. The winning video will go to Brazil in order to watch the Olympic Games.

I WANT TO PARTICIPATE

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## **PARTNERS:**

ABICALÇADOS - Associação Brasileira das Indústrias de Calçados

## **RELATED LINKS:**

[www.brazilianfootwear.com.br](http://www.brazilianfootwear.com.br)