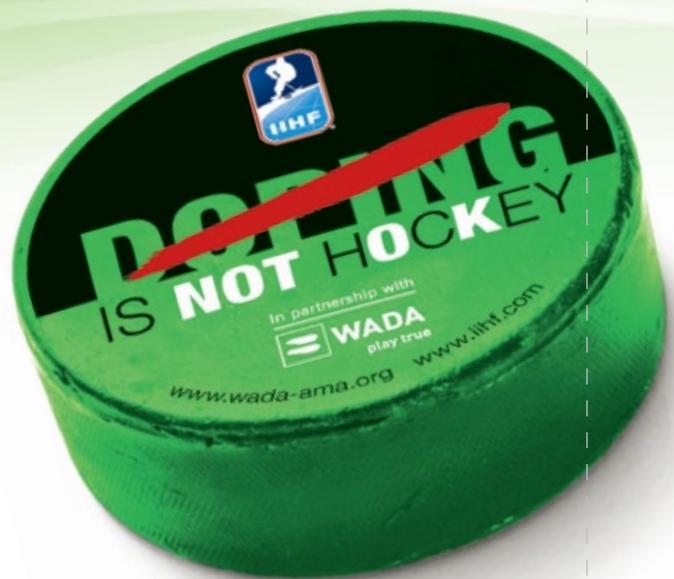




SAY NO! TO DOPING

The World Anti-Doping Agency's (WADA) **SAY NO! TO DOPING** Program is seeking to engage sport and anti-doping communities in demonstrating their commitment to clean sport.

At the very core of the fight against doping in sport is preserving the athlete's right to participate in doping-free sport and thus promoting health, fairness and equality not only for athletes worldwide, but for future generations.



Sport and anti-doping communities can draw attention to the commitment of athletes to compete free from doping by incorporating green elements into competition venues. **Green balls, towels, helmets, mouth guards, flip-flops** — No matter the sport, there are ample opportunities to highlight the importance of respect and fair play.

SAY NO! TO DOPING was first launched in collaboration with the International Ice Hockey Federation (IIHF), which involved young ice hockey players trained and warmed-up using **green pucks**. The slogan pucks became a springboard for discussion on **fair play** and **doping-free sport**, and athletes were encouraged to bring them back to their home clubs to play with others, spread the word and send back pictures to the IIHF. This helped create a global community of ice hockey players showing their pride in playing clean.

How can WADA help?

WADA assists stakeholders by providing templates for the design, handouts to accompany the element you develop and even ideas for how the concept can be included in your sport/country. WADA will do its part in promoting the campaign by bringing the concept to major events and using its Web site to promote how other organizations are encouraging their athletes to Play True.



What can you do?

Here are a few steps to help your athletes and sport Play True.

1. **Select a piece of equipment** that is integral to your sport.
2. **Have your choice developed in green** with **"SAY NO! TO DOPING"**, WADA's in partnership logo and your logo.
3. **Develop a brochure** explaining the significance of the green equipment and reasons for saying no to doping to athletes.
4. **Find opportunities**, such as training camps or championships, to introduce athletes to the equipment.
5. **Consider including the equipment during warm-ups** or incorporating it into events that have public and media attention.
6. **Provide athletes or teams with the green equipment** with the challenge of finding opportunities to play with it.
7. **Create a network**, through your Web site or using social networking sites, where others can show their commitment by adding their pictures of athletes playing green.
8. **Develop and market your campaign** with WADA.

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