



Athletics Integrity Unit welcomes WADA Athlete Committee to Outreach Programme at World Championships

9 August 2017, Monaco and London: The Athletics Integrity Unit (AIU) today welcomed the World Anti-Doping Agency (WADA) Athletes' Committee to its Outreach station at the IAAF World Championships London 2017.

The AIU is carrying out an Education and Prevention Outreach campaign for the duration of the Championships under the Clean Athletics programme of the host federation, UK Athletics, in order to help foster a greater awareness and understanding of the AIU and its mission to create a level playing field for the sport of athletics.

In visiting the AIU's Outreach station, the WADA Athlete Committee, led by Chair Beckie Scott, lent its support to clean athletics by signing the Athletes' Pledge. The pledge was recently created by the AIU to help create greater awareness amongst the athletics community of the need to speak up against doping and other forms of misconduct such as illegitimate betting practices, age and results manipulation, and bribery and corruption, as well as to help foster a culture of honesty, fair play and respect.

The AIU's new Head, Brett Clothier, along with IAAF Athletes's Commission Chairman, Rozle Prezelj, and Vice Chairman, Paula Radcliffe, met with the WADA Athlete Committee and encouraged athletes competing at the Championships to sign the pledge. "With the sporting world's attention fixed on London for the World Championships, the AIU was delighted to host the WADA Athlete Committee to help communicate to competitors the importance of a values-driven sport," said AIU Head, Brett Clothier.

"WADA has one of the most respected Athlete Committees in international sport, and so in welcoming Beckie and her team to our Outreach station today, we have helped deliver an even more impactful integrity message to the hundreds of athletes competing in London," added Clothier.

"WADA's Athlete Committee is encouraged by the AIU's Outreach initiative and in particular the integrity pledge that athletes are being asked to sign here in London," said Beckie Scott, chair of WADA's Athlete Committee. "Everyone has a role to play in promoting clean sport and we, as a Committee, are pleased to join our fellow athletes in promoting this worthwhile program." Scott added, "the WADA Athlete Committee, under the leadership of FairSport, is now focused on working with partners to contribute to a Charter of Athlete Rights to ensure the rights of clean athletes are further protected. "

In addition to signing the Athletes' Pledge, competitors in London are being encouraged to display their commitment to clean athletics by wearing one of the special pledge wristbands throughout the Championships. Athletes also retain a signed copy of the pledge themselves

to display with their accreditation, thereby serving as a visual demonstration of their commitment.

The Outreach campaign has also been extensively promoted on the AIU's [Twitter](#), [Facebook](#) and [Instagram](#) media channels. Meanwhile, athletes, support personnel and other members of the athletics community have been sharing photos and videos from the Outreach stations on their personal social media channels.

- ENDS -

NOTES TO EDITORS

About the Athletics Integrity Unit

The Athletics Integrity Unit (AIU) is the independent body that manages all doping and non-doping integrity- related matters for the sport of athletics. The remit of the AIU includes anti-doping, the pursuit of individuals engaged in age or competition results manipulation, investigating fraudulent behavior with regards to transfers of allegiance, and detecting other misconduct including bribery and breaches of betting rules. It is the AIU's role to drive cheats out of our sport, and to do everything within its power to support honest athletes around the world who dedicate their lives to reaching their sporting goals through dedication and hard work.

AIU Media Office

E: media@athleticsintegrity.org

T: +33 (0) 6 40 61 56 37

W: www.athleticsintegrity.org