

THE AIU LAUNCHES #POWEROFRESPECT CAMPAIGN AHEAD OF WORLD ATHLETICS CHAMPIONSHIPS BUDAPEST 23

11 AUGUST 2023, MONACO: The Athletics Integrity Unit (AIU) is inviting athletes and the athletics community to participate in the #PowerOfRespect campaign ahead of the World Athletics Championships Budapest 23. Through this campaign our message is simple: Respect is the best way to protect the integrity of the sport we love.


That's respect for yourself, for others, and for the rules. We visualise this through the universal symbol of the fist bump. This action is simple and never lost in translation, irrespective of nationalities.

“We are calling on all athletes, support personnel, and other participants to lend their voice to the #PowerOfRespect campaign. We can preserve the integrity of athletics if we work together. This starts with open, honest, and regular conversations. Budapest 23 offers the perfect starting point to connect, engage, and have conversations with peers and with the AIU,” said David Howman, AIU Chairman.

Watch the #PowerOfRespect Campaign Video


HOW YOU CAN PARTICIPATE

At World Athletics Championships Budapest 23:

 Visit our Outreach booth - Athletics Integrity Hub - in the team hotels. Join your peers and the AIU in conversations about respect and protecting the sport we love. The Hub is also a place to connect, learn, and share.

Share photos, videos, messages from the Hub on social media and support the campaign.

Online from anywhere you are:

 Share a photo of your favourite #PowerOfRespect moment on social media. It can be personal, or an act of other athletes, coaches, or other members of our athletics community. Use the hashtag #PowerOfRespect and tag @aiu_athletics. Ask your audience to participate too!

📱 Share a photo or video of yourself fist bumping someone else in the athletics community using the hashtag and tag your friends.

Follow the campaign in real time via our social media handles:

Instagram: [aiu_athletics](https://www.instagram.com/aiu_athletics)

Twitter: [aiu_athletics](https://twitter.com/aiu_athletics)

Facebook: [aiu.athletics](https://www.facebook.com/aiu.athletics)

Outreach programme Budapest 2023

The AIU has set up its outreach programme - Athletics Integrity Hub - at all the team hotels in Budapest. The outreach booth will welcome athletes and athlete support personnel from Thursday 17th August. The Athletics Integrity Hub is a space for the athletics community to come together to listen, learn, and share experiences and views. All athletes and support personnel participating at Budapest 2023 are invited to the Hub to connect with their peers and the AIU. The activities at the hub will be available in several languages.

“At the heart of integrity is Respect. Through this campaign, we aspire to create a platform where people can speak about love, respect and protecting the integrity of our sport. Our team is here to support the athletics community. We look forward to meeting many of you in person at our outreach booth. Reach out to us for discussions, guidance, or if you have any questions - anytime, anywhere!” said Brett Clothier, Head of the AIU.

[Know more about the #PowerOfRespect Campaign](#)

About the Athletics Integrity Unit

The Athletics Integrity Unit (AIU) is the independent body created by the World Athletics that manages all integrity issues - both doping and non-doping - 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 behaviour 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.

Athletics Integrity Unit

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