



WADA and FIS to launch Legacy Outreach Program at Nordic World Ski Championships

New WADA Legacy Outreach Program to drive athlete awareness in new chapter for clean sport

11 February 2015: The World Anti-Doping Agency (WADA) and the International Ski Federation (FIS) will launch the first ever Legacy Outreach Program in Falun, Sweden from 19-21 February as the world's top Nordic skiers gather for the 40th edition of the Championships.

The Legacy Outreach Program was created as a way to provide additional support for International Federations to develop and deliver anti-doping athlete awareness programs, and to provide them with the tools, materials and ideas to carry out effective Outreach Programs in the future.

The program will be jointly run by WADA and FIS in the Athlete Village. Athletes, including New Zealand skeleton racer and WADA Athlete Committee member Ben Sandford, will participate in the program, and help promote the clean sport message to competing athletes and their entourage.

The Legacy Outreach team will interact with athletes, coaches and support personnel on a one-on-one basis, providing them with useful information on all anti-doping matters. Athletes will have the chance to participate in a number of activities, including taking part in WADA's *Play True Quiz*; pledging their loyalty to anti-doping by signing the Clean Sport Pledge; and having their photograph taken in the event's Selfie Photo Booth.

WADA President, Sir Craig Reddie: "WADA is pleased to be launching its Legacy Outreach Program with one of its most trusted partners in the anti-doping community, FIS. Athlete-to-athlete interaction is one of the most effective ways of driving the clean sport message home, and it is pleasing to see FIS partner with WADA to promote anti-doping at what is a very prestigious sporting event."

WADA Athlete Chair, Beckie Scott: "As a former cross-country skier, I experienced first-hand the effect doping can have on clean athletes such as myself and I am aware of the challenges my sport has faced with doping. This is why it is so important to be launching the first Legacy Outreach Program at the Nordic Ski World Championships next month. There can be no better way of entering in discussion with athletes than via the athletes' own federation, in this case FIS. This initiative will serve clean athletes first and foremost. The program will also help WADA and FIS learn more about the challenges that athletes face when it comes to anti-doping."

FIS President, Gian Franco Kasper: "Education is one of the most important tools in the fight against doping and this initiative is a good example of how WADA and FIS can work together to inform and educate athletes. The World Championship is the perfect backdrop as we will have athletes from a huge cross section of our Nordic events, both from small nations and large and young and experienced."

FIS Athletes' Commission Chair, Kikkan Randall: "Teaching Athletes about the importance of clean sport is the most valuable tool we have to create a clean and fair playing field in the future of our sport."

It's great to see WADA and FIS coming together to help educate athletes and to celebrate a commitment to clean sport at our World Championships."

WADA and FIS will be running a unique social media campaign surrounding the event. The *Ask the Athlete – Clean As Snow* campaign will feature a series of winter sport athletes answering questions provided by fellow athletes. *Ask the Athlete – Clean As Snow* follows on from WADA's successful inaugural 2014 [Ask the Athlete](#) campaign.