

Around 600 top Asian junior athletes will see the PlayTrue message - JADA in support of AAA-IAAF Anti-Doping Outreach Activity

At the 15th Asian Junior Championships 2012 held in Colombo, Sri Lanka, the Asian young athletes will have the opportunity to learn the values of "PlayTrue".

The members of Japan Anti-Doping Agency (JADA) are assisting in the implementation of the Anti-Doping Outreach Program at the Asian Athletics Association (AAA), supported by the International Association of Athletics Federation (IAAF).

The AAA implemented the Anti-Doping Outreach Program for the first time at the Kobe Asian Athletic Championships in 2011 in which the JADA team were involved. JADA will again collaborate with the AAA in this program aiming at raising the level of awareness of both young athletes and their support personnel on all anti-doping matters, in a fun and interactive manner.

Joining the local staff members, Daisuke Kobayashi, JADA senior manager, mentions: "We are excited to collaborate with the AAA and the IAAF for the implementation of the Outreach Program and we hope to enhance the activity across Asia".

Dr. Gabriel Dollé, Director of the IAAF Medical and Anti-Doping Department says: "We have successfully implemented the Outreach program at the World Championships in 2011. This will be an ideal anti-doping educational opportunity for young athletes and creating awareness of the issues from the early stage of their careers. We are pleased to have JADA on site to assist in this program".

Over the 4-days of the Championships, 600 athletes and 200 officials will participate and they will have first-hand experience of the WADA anti-doping Quiz, as well as getting to know where to find information such as "Danger of Doping" produced by the World Anti-Doping Agency (WADA), and various IAAF documents such as, "Nutrition in Athletics".

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