



Media Release

22 May 2018

International Triathlon Union (ITU)
Japan Triathlon Union (JTU)
Japan Anti-Doping Agency (JADA)

**“Athletes Engagement” Program including the Anti-Doping Education
at the 2018 ITU World Triathlon & Paratriathlon Series Yokohama**

ITU, JADA and JTU delivered the “Athlete Engagement” program including the Anti-Doping Education at the athlete hotel on the previous days of the 2018 ITU World Triathlon & Paratriathlon Series Yokohama, 12-13 May 2018. This program was designed for the elite triathletes and paratriathletes to deliver the Anti-Doping Education and disseminate the messages on “TRUTH in Sport” – how they play true – in their own words.

The Athletes had a chance to experience:

- Playing Anti-Doping Quiz
- Writing athletes’ message regarding the “TRUTH in Sport” as a commitment to protect clean sport
- Photo shooting of clean sport message for disseminating the message to the youth and the public

Ms Wakako Tsuchida from Japan, winner of the PTWC category, inscribed on the board the “Infinite Possibility” as her own “TRUTH in Sport” message. In addition, Mr Nurbek Toichubaev (PTS4-M category) from Kirgiz Republic, who participated in the PLAY TRUE Torch Relay*¹ in 2016 to relay the “TRUTH” message in sport, also visited the booth. He described “Leadership, Challenge, Discipline and Motivation” as his “TRUTH in Sport”, and promised his continuous commitment to PLAY TRUE 2020*² project.

To deliver the updated Anti-Doping information to the top-level triathletes directly, the PLAY TRUE Book – easy to understand on Anti-Doping Rule with illustrations – are distributed by the ITU officials to all triathletes at the competition brief meeting.

In the lead up to Tokyo 2020 Olympics and Paralympics as a host country, ITU, JADA and JTU will extend the partnership programme to promote the clean sport/triathlon in aim to protect the integrity in sport.

[Photos of “Athletes Engagement”]



This PLAY TRUE 2020 is “Sport for Tomorrow” project which is Japanese Government’s Legacy project of the Tokyo2020.

*1 “PLAY TRUE Torch Relay”:

The PLAY TRUE Torch Relay is a project in which a wide range of athletes of different countries, sport and generations take part to leave a legacy of the “TRUTH in Sport”, embracing the world and the future. The “TRUTH” that each athlete has found through Sport and in living will be inscribed in the unique *makimono* – traditional scrolled paper – and relayed as a message to the world, and to the future. Athletes’ interview is available at the Web site below.

<Web site > <http://playtrue2020-sp4t.jp/torchrelay/index.html>

<Athletes List> <https://playtrue2020-sp4t.jp/torchrelay/map.html>

*2 “PLAY TRUE 2020”:

PLAY TRUE 2020 is delivered as a part of “Sport for Tomorrow” project which is an international contribution through Sport initiative led by the Japanese government. It delivers and conducts Anti-Doping activities in partnership with international governing bodies, domestic governing bodies, and international Anti-Doping agencies to protect integrity in sport, based on the concept of “Positiveness, Leader, Activate, Youth (PLAY)”, which is transcended with the sport value grounded on “True” (PLAY TRUE).

<Web site> <http://playtrue2020-sp4t.jp/>



International Triathlon Union (ITU)

- Head Office: Lausanne, Swiss
- Representative: President Ms Marisol Casado
- URL: <https://www.triathlon.org/>

Japan Triathlon Union (JTU)

- Head Office: Tokyo, Japan
- Representative: President, Mr Mitsuhide Iwaki
- URL: <http://www.jtu.or.jp/en/index.html>

Japan Anti-Doping Agency (JADA)

- Head Office: Tokyo, Japan
- Representative: Chairman, Mr Hidenori Suzuki
- URL : <http://www.playtruejapan.org/>

[To your inquiry on this release]

ITU Media, Marketing, Television and Communications
Ms Olalla Cernuda
Mail: olalla.cernuda@triathlon.org

Japan Triathlon Union
Mail: jtuoffice01@jtu.or.jp

Japan Anti-Doping Agency
Mail: media@playtruejapan.org