

December 4, 2018
Japan Anti-Doping Agency

A new legacy project toward the Tokyo 2020! Introducing a new Anti-Doping Movement Logo/Slogan, "FAIR PRIDE" and Launching its Inaugural Project, "i-PLAY TRUE Torch Relay", to create the Future of Sport

On Tuesday, December 4, the Japan Anti-Doping Agency (JADA) announced a new logo slogan for the anti-doping movement, FAIR PRIDE, at the "2018 International Anti-Doping Seminar in Asia and Oceania" *1 and launched the "i-PLAY TRUE Torch Relay" as its inaugural project. Please stay tuned for more details of this project that conveys the anti-doping philosophy intended to protect "fairness" which is the fundamental to sport and relaying global messages of "Truth and the Value of Sport" nurtured in a fair environment.



FAIR PRIDE came into being to make anti-doping a movement conveying the anti-doping philosophy to sport and society using words with which all can sympathize. Its logo and slogan reflect our wish that all those involved in sport respect "fairness", the cornerstone of sport and share and develop its value and truth; nurtured in a fair and clean environment.

[FAIR PRIDE]



Its unique heart shape -much like a diamond in he rough- symbolizes fairness. That which makes sport possible. Two color tones bring JADA together with the entire world. The indigo blue is JADA's color, and the light blue represents the sky under which we all live.

The "i-PLAY TRUE Torch Relay" will start its first project by relaying messages of "Truth in Sport", aiming to enhance sporting value and create the future of sport toward 2020. As well as athletes, all others involved in sport will join the project in various occasions and ways. As part of a legacy project toward 2020, "an international contribution through a sport initiative / SPORT FOR TOMORROW*2" championed by the Government of Japan, this project also represents a global opportunity to join this activity and shape the future of sport. We aim to collect messages from 202,020 people to be showcased as artwork in 2020.

There are three ways to join this project:

- 1) Convey your "truth in sport" message on a poster at an event in Japan or overseas, a sporting competition venue or school.



- 2) Post a photo/selfie on SNS featuring a filter pose; symbolizing the truth inside yourself or sport.



- 3) Post a movie of your sport motion or actions of your choice on SNS, showing relay actions.
* Using the hashtag (#iplaytrue / #playtrue2020) for 2) and 3),



During the International Anti-Doping Seminar, a message from Commissioner of Sport Daichi Suzuki was presented, while Yuka Murofushi and Takeshi Matsuda, JADA Athlete Committee members, gave a demonstration.

JADA, as an institution of the country hosting the Tokyo 2020 Olympic and Paralympic Games, will strive to create various opportunities and programs to nurture the value of sport for the future. We will also convey our anti-doping philosophy via FAIR PRIDE and promote the anti-doping movement beyond sport.

Daichi Suzuki, Commissioner of Sport

What athletes demand is a clean and fair sport environment. I believe that athletes and anyone who loves sport should convey the importance of integrity in sport and get involved in activities promoting clean and fair sport. As of now, the Japan Sports Agency is cooperating with JADA to launch the "i-PLAY TRUE Torch Relay" as a new legacy project toward the 2020 Tokyo Games. My message is "Be the Integrity Champion!", reflecting the fact that while getting more medals is important, the most important goal is for us to champion integrity above all. I hope many people will join this project as part of efforts to achieve clean and fair sport.

Shin Asakawa, JADA CEO

JADA sees the need to share the meaning of anti-doping with all parties beyond sport toward 2020 and produced a new logo and slogan with this in mind. We would like to create a team connecting individuals, friends, schools and groups under a single FAIR PRIDE concept. To realize this, we strive to create an opportunity where each of us can feel "fairness" as our own matter and share it with others. This exemplifies the "i-PLAY TRUE Torch Relay" as a participatory project; allowing participants to share their value and truth of sport with many others. As well an opportunity for each of us to consider the value and truth of sport, I hope this project will allow participants to enjoy relaying the value and truth of sport beyond generations, genders and nationalities.

***1 International Anti-Doping Seminar in Asia and Oceania:**

A seminar organized as part of the project to strengthen global anti-doping activities in SPORT FOR TOMORROW and an international contribution through a sports initiative spearheaded by the Government of Japan. In 2018, the seminar was hosted for the twelfth time, convening more than 50 anti-doping staff from around 30 countries in Asia and Oceania. This seminar aims to share updated anti-doping information and improve the global anti-doping system by training anti-doping staff.

***2 SPORT FOR TOMORROW:**

An international contribution through a sports initiative led by the Government of Japan; targeting more than 10 million people in 100 countries, including developing countries and implemented over seven years from 2014 until 2020 when the Tokyo 2020 Olympic and Paralympic Games will be organized. This initiative is to convey the value of sport and extend the Olympic and Paralympic movements to all generations for a better world in future.

<https://www.sport4tomorrow.jp/jp/about/>

In "PLAY TRUE 2020", a project to strengthen global anti-doping activities in SPORT FOR TOMORROW, JADA develops anti-doping activities to protect the integrity of sport, including enhancing athlete role models, working alongside International/National Sport Federations and overseas anti-doping agencies.

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

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