

Joint Press Release

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Japan Anti-Doping Agency
Japanese Para-Sports Association/Japanese Paralympic Committee
Secretariat for Oita International Wheelchair Marathon

Tokyo2020 legacy project “i-PLAY TRUE Relay” Over 1000 Clean and Fair Sport messages at the 39th Oita International Wheelchair Marathon!!

The Japan Anti-Doping Agency (JADA), the Japanese Para-Sports Association/Japanese Paralympic Committee (JPC) and the Oita International Wheelchair Marathon Secretariat partnered up to raise awareness of clean sport and promoted the value of sport at the 39th Oita International Wheelchair Marathon and its related events on 15-17 November 2019.

Over 1,000 people, from the elite athletes, athlete support personnel, volunteers to Oita citizens, delivered their messages for clean and fair sports taking part the Tokyo2020 legacy project “i-PLAY TRUE Relay”.

Since the Oita International Wheelchair Marathon (“Oita Marathon” hereafter) was first held in 1981, the event has gained more attention, and this year met 210 athletes from 18 countries. This year’s race served as a selection event for the 2020 Marathon World Cup, which will be the qualifying race for the Tokyo 2020 Paralympic Games. While more than 2,000 volunteers and many citizens supported and cheered for the athletes, the heated race unfolded.

JADA, JPC and the secretariat for Oita Marathon had the joint effort for the first time to deliver the “i-PLAY TRUE Relay”. It was aimed to disseminate the significance of “clean and fair” sport from Oita to the world in the lead up to the Tokyo2020 Games and beyond.

[“i-PLAY TRUE Relay”](#) is a legacy project for the Tokyo 2020 Games. It was launched by the Japan Sports Agency and JADA on December 2018 as the part of **“PLAY TRUE 2020, Sport for Tomorrow”**. It aims to collect the “TRUTH in Sport” messages – power/values of sport that people feel – and all messages and “Filter Pose” photos – symbolic pose to show “true heart inside you” will be transformed into “art” which are planned to be displayed during the Tokyo2020 Games.



At this marathon event, on 15th November, about 100 “i-PLAY TRUE Relay” messages were met at the JAPAN SUN INDUSTRIES. This place is the birthplace of Japan’s Paralympic Games opened by Mr. Yutaka Nakamura, who was also the founder of the Oita Marathon and the initial invitee of the Paralympics to Japan in 1964. The facilities’ users, employees and affiliated company employees sent their powerful messages around “Sport Values”, which they wish to share from daily sport activities in the facility and also share with the colleagues participating the Oita Marathon.

The day before the tournament on 16th, the “i-PLAY TRUE Relay” booth was set up next to the athletes’ registration desk. Again, most of the competing athletes wrote their messages on “true value in sport”. Mr. Patrick Monaghan, who participated for the first time from Ireland, believes as: “Push to your limit”, while the oldest and the 38-times runner Mr. KUDO Kinjiro (93 years old) wrote: “Power after Retirement”. At the booth, the symbolic filter pose brought the overseas and Japanese athletes together.



Two “i-PLAY TRUE Relay” booths were also set up for the general public. One is at the station square where “Swiss Fair” was held for the purpose of promoting friendship between Oita and Switzerland (who will base in Oita for a training camp before the Tokyo2020 Games). Another one is at the opening ceremony venue along the shopping street of Oita city. At both booths, the general public had the firsthand experience on writing down the value/power of sport. “Sports transcends the country” and “It is beautiful when athlete does the best” are among the messages by the public.

On the day of the tournament, 400 children and parents from the local sport clubs, who came to the stadium to support the race, joined the “i-PLAY TRUE Relay”. These children considered the values of sport through watching the wheelchair marathon as the firsthand experience and reflecting daily exposure to sport. After the finishing line, those athletes completed the marathon also sent their messages out on their true value of sport.



The messages gathered over three days were displayed at the farewell party as the event’s legacy that will be remained even after the tournament ends.

JADA, JPC, and the Oita International Wheelchair Marathon Secretariat will continue relaying the messages to create “clean and fair sport” for 2020 and beyond.

[About]

PLAY TRUE 2020, Sport for Tomorrow

SPORT FOR TOMORROW is an international contribution through sport initiative led by the Japanese Government, which promotes sport to more than 10 million people in over 100 nations until 2020, the year when Tokyo will host the Summer Olympic and Paralympic Games. It aims to deliver values of sport and promote the Olympic and Paralympic Movement to people of all generations worldwide.

One of the pillars of Sport for Tomorrow, “PLAY TRUE 2020” is to promote a wide range of projects to protect the integrity of sport based on true value of sport. The project includes Anti-Doping capacity development, IF partnership for Pre-/Event-Based Education and sport values-based education. <http://playtrue2020-sp4t.jp/>

i-PLAY TRUE Relay – Relay messages on the “TRUTH in Sport” and collect 2020 messages from all over the world, up to 2020. <https://www.playtrue2020-sp4t.jp/iplaytrue/>

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