



30 October 2019

Clean Sport Partnership between World Rugby and JADA at Rugby World Cup Japan 2019

World Rugby and the Japan Anti-Doping Agency (JADA) are collaborating for the following activities held throughout the Rugby World Cup Japan 2019 (September 20 to November 2, 2019) to deter doping and promote the clean sport movement.



- To protect the rights of clean athletes, World Rugby are following a comprehensive pre-event testing programme conducted on all teams throughout 2019, with a thorough in-competition programme run in collaboration with JADA

World Rugby Anti-Doping General Manager Mike Earl “World Rugby has been delighted with the success of the collaboration at Rugby World Cup, which follows a longstanding partnership with JADA. Our collective work ensures that teams and players competing at the tournament have the best chance of enjoying fair and clean competition.

JADA CEO, Shin Asakawa, said: “The testing process is crucial to protect the rights of clean athletes and guarantee the integrity of sport. World Rugby, JADA and Doping Control Officers (DCOs) team up to ensure the first Rugby World Cup in Asia remains clean. JADA’s DCOs are highly regarded and have abundant experience of such international events.”

- As part of anti-doping promotion/awareness-raising initiatives targeting



youth athletes and audiences, World Rugby and JADA held a KEEP RUGBY CLEAN Campaign booth on October 26 and 27 in the Rinko Park FANZONE in Yokohama. KEEP RUGBY CLEAN is World Rugby's anti-doping education and awareness brand (<https://keeprugbyclean.worldrugby.org/>). For the World Cup 2019, participating players, referees and operations staff wore KEEP RUGBY CLEAN t-shirts on October 5 and 6, disseminating the clean sport initiative worldwide via social media and other channels.

(<https://keeprugbyclean.worldrugby.org/?page=news&id=103>)

In the Yokohama FAN ZONE, World Rugby and JADA co-organized events for over 1,000 visitors to consider the spirit of rugby (Integrity, Passion, Solidarity, Discipline and Respect) and the essence of clean rugby and express what they cherish about sport. Feedback from participants included: "I saw social media showing players in KEEP RUGBY CLEAN t-shirts which brought home to me how important clean rugby is to the integrity and reputation of the sport" and "What I, as a non-athlete, can do is support the campaign and of the importance of World Rugby and NADOs such as JADA's anti-doping work."



Together, World Rugby and JADA continue to promote global anti-doping movement as a legacy of the Rugby World Cup Japan 2019.

#RWC2019 #KeepRugbyClean #playtrue2020 #iplaytrue #antidoping