



International Blind Sports Federation (IBSA)
Japan Anti-Doping Agency (JADA)

Tokyo JAPAN, 25 March 2019

**IBSA in Partnership with JADA:
“Clean and True Sport” Messages from the World-leading
Blind Footballers
“PLAY TRUE 2020” Tokyo2020 Legacy Project**

Some of the world’s best blind footballers are helping spread the message of clean sport thanks to a new partnership between the Japan Anti-Doping Agency (JADA) and the International Blind Sports Federation (IBSA).

Teams from around the world have been competing in Tokyo, Japan, this week at the IBSA Blind Football World Grand Prix. Here players, team officials and spectators recorded messages about what they think represents truth in sport and why it matters to them. Their submissions will be made into a video for social media and will also be shown at future events.

It is the first of its kind for blind football and is part of the ‘Play True 2020’ Tokyo 2020 Olympic and Paralympic Games legacy project.

As well as their messages, athletes and teams took part in educational activities during the World Grand Prix with the help of officials from JADA.

JADA has gathered a comprehensive series of resources into its ‘Real Champion Education Package’ that includes anti-doping rules and regulations and sport values-based materials.

Included in this is the ‘PLAY TRUE Book: Athlete Guide’ and its innovative digital audio version, DAISY.

DAISY is specially designed for people with visual impairments. It has reading

support software that is free to download and makes it easier for athletes to understand the basic requirements of anti-doping and their rights in the process.

IBSA and JADA's contribution to Play True 2020 is also part of the Sport for Tomorrow project, led by the Japanese government. The video and education sessions are just the start of a long-term partnership between the two organisations who both aim to protect the integrity of sport and promote the values of competing clean.

See below on the athletes' message on "clean, true sport":

Mr. Dario Lencina from Team Argentina mentioned:

"Sport can open the door for our new life if we do it fair and clean. Sport can make our life reach."

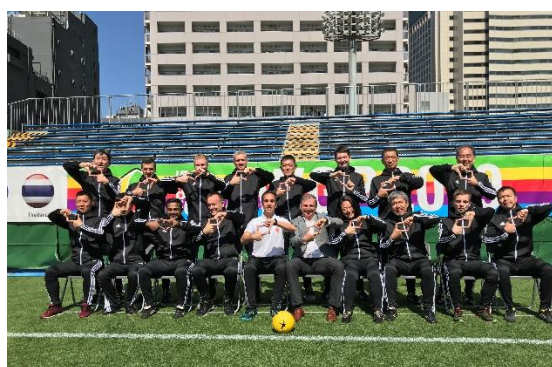
Mr. Fredy Lopez from Team Colombia left his message for young athlete:

"It is important to keep playing even the condition is not good. If you can keep cooperating with your teammate without losing your hope, you can learn a lot from sport."

IBSA and JADA will continue their partnership to promote clean sport and plan to expand the project to goalball and judo – the two other IBSA sports which will be contested at the Tokyo 2020 Paralympics.



Team Argentina



Official Referees

[Contact]

International Blind Sports Federation (IBSA): media@ibsasport.org

Japan Anti-Doping Agency (JADA): playtrue2020.info@playtruejapan.org