WINTERSPORTLER/INNEN SETZEN SICH MIT #MYMOMENT FÜR SAUBEREN SPORT EIN

Folgend finden Sie die gemeinsame englische Pressemitteilung zur Kampagne #MyMoment.

#MyMoment

2018 WINTER OLYMPIANS UNITE BEHIND #MYMOMENT TO DEFEND CLEAN ATHLETES’ IRREPLACEABLE MOMENTS

Leading up to the 2018 Winter Olympics in PyeongChang, South Korea, Olympians and Paralympians from around the world are uniting behind #MyMoment to highlight the irreplaceable moments clean athletes have lost to doping and to defend the moments they could earn if they have access to a level playing field.

"I don’t want athletes lose their moment in PyeongChang because of doping. I want clean sport! That is why I support the campaign #MyMoment,” said Anna Schaffelhuber, German Para Alpine Skiier.

“Our team was moved up to first place at the World Cup race in Annecy Le Grand-Bornand due to a sanction of the first-placed team. My moment was stolen by doping. That is why I set a sign for clean sport as part of the international campaign #MyMoment,” said Erik Lesser, German Biathlete.

Athletes from Austria, Canada, Germany, Japan, South Korea, the United Kingdom, and the United States are supporting the global social media campaign through videos that capture why clean sport matters to them. While explaining how doping impacts individual moments, the athletes’ testimonials also illustrate how clean sport matters to families, fans, and the future of sport as a whole.

The diverse group of athletes supporting the campaign include:

- Anna Gasser, Austria, Snowboard Slopestyle
- Markus Salcher, Austria, Para Alpine Skiing
- Rosanna Crawford, Canada, Biathlon
- Alex Harvey, Canada, Cross-country Skiing
- Anna Schaffelhuber, Germany, Para Alpine Skiing
• Erik Lesser, Germany, Biathlon
• Tomoka Takeuchi, Japan, Snowboard
• Hiraku Misawa, Japan, Para Alpine Skiing
• Won Yun-jong, S. Korea, Bobsled
• Seo Soon-Seok, S. Korea, Wheelchair Curling
• Lizzy Yarnold, U.K., Skeleton
• Stephanie Jallen, U.S., Para Alpine Skiing
• Lowell Bailey, U.S., Biathlon

Videos of these athletes and related content about irreplaceable moments in sport will be distributed by National Anti-Doping Agencies worldwide across major social media platforms using #MyMoment to encourage all clean athletes and their supporters to demand a level playing field in PyeongChang and beyond.

“It’s extremely powerful to see athletes from seven different countries, and speaking five different languages, come together to explain how doping threatens some of the most important moments in sport. The global collaboration evident in the #MyMoment campaign illustrates just how important it is that we all unite in the fight for clean sport,” said Andrea Gotzmann, Chairperson of NADA Germany’s Executive Board.

Michael Cepic, CEO of NADA Austria, continued: “The future of anti-doping deserve our attention, especially in light of recent events and the upcoming 2018 Winter Games. By supporting the #MyMoment campaign, athletes, their fans, and the sports community will make it clear that a level playing field is a priority that cannot be overlooked or denied.”

“The #MyMoment campaign is about empowering Olympians, Paralympians, and all athletes to make their voices heard so that their demands for a level playing field cannot be denied. Through the campaign, athletes’ voices will be heard around the world and at every level of sport,” Nicole Sapstead, CEO of UK Anti-Doping, pointed out.

Paul Melia, CEO of the Canadian Centre for Ethics in Sport, concluded: “The #MyMoment campaign was inspired by what athletes have been saying for years - that they want their irreplaceable moments protected from doping, not just for their own benefit, but for the good of sport overall. With this campaign, we can all fight for clean athletes, their moments, and clean sport.”

The campaign launches October 30, 2017, with the first of two global videos, and it will conclude on January 31, 2018, prior to the 2018 Winter Games in PyeongChang. Learn more about the campaign at www.my-moment.org

#MyMoment Campaign
The #MyMoment Campaign is intended to empower athletes to speak up for the moments they’ve lost to doping and the moments they could earn if they have access to a level playing field. Through video and social media content, clean athletes and their supporters will help create and spread a united call for clean sport, while also drawing attention to anti-doping in PyeongChang. The global campaign highlights the fact that doping can steal irreplaceable moments from athletes and threaten the credibility of their entire sport.
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