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Every student should act as an ambassador to promote sport integrity in their communities

First Schools Olympic Program Theme Presentation on Sport Integrity addressed 4000 students today

Doha, 30 September 2013--- Under the umbrella of the Schools Olympic Program (SOP), an initiative of the Qatar Olympic Committee (QOC) and the Supreme Education Council, the first educational workshop on sport integrity was delivered today for 4000 students of the Birla Public School.

This year's edition of the SOP is dedicated to sport integrity and realized through the cooperation of a group of vital partners – the Qatar School Sport Association, Qatar Paralympic Committee, Ministry of Interior, Qatar Anti-Doping Commission (QADC), Anti-Doping Laboratory Qatar (ADL-Q) and the International Centre for Sport Security (ICSS) alongside Maersk Oil Qatar, which was named the official sponsor of the program for the next three years.

The ICSS involvement in the Schools Olympic Program falls within the framework of its global program 'Save the Dream', an initiative jointly developed with the QOC and with the special involvement of football world champion and Save the Dream ambassador, Alessandro Del Piero.

The 4,000 students attending the workshop were shown videos portraying sport values and true sportsmanship, with the aim of inspiring them to become champions in sport and in life.

After the presentations at Birla Public School, the SOP partners will work together to address numerous schools in Qatar with the aim of stimulating young people in Qatar and motivating them to participate in sporting activities, while inspiring these young athletes and creating awareness about the positive role they can play in their local communities.

Mohammad Issa Al-Fadala, Executive Director of the Schools Olympic Program said, " I would like to extend my sincere thanks to all students of Birla Public School for their enthusiastic participation today. This will inspire students from other schools to participate in the program as well. Our students are the main part of SOP and we are very happy that today's event got their full attention."

Mohammed Hanzab, President of the ICSS said, "We are very grateful to the QOC for having involved us in the SOP, alongside so many prominent partners, and for giving us the opportunity to discuss sport integrity with so many young people. We hope they have been inspired and have learned from us as we have learned, today, from them."

Siham Alawami, Director of Special Projects at ICSS who addressed the 4000 students today said, "I am very happy that the Birla Public school officials acted positively and immediately when I approached them to make the presentation. I want every student to act as an ambassador for sport integrity and to carry the values of sport to all the children in their own communities."

Dr. Fatma Al-Malki, Director of Education at the Qatar Anti-Doping Commission said, "QADC's involvement in the SOP today was fruitful in conveying our message by implementing World Anti-Doping Agency Outreach and Say No to Doping Programs. Many students engaged with these programs which aim to increase awareness about sport integrity and teach students the importance of being fair and avoid cheating in sport. The dangers of doping were also highlighted. The QADC has many other programs to be implemented with our partners during the forthcoming period."

Dr. Muhammad Alsayrafi, General Manager of Anti-Doping Lab Qatar said, "It has been most fruitful to work closely with the other partners under the supervision of Qatar Olympic Committee. We believe that this year will be special and we are all determined to have a wider coverage this year". ADL-Q is the first specialized laboratory of its kind in the Middle East, providing anti-doping testing for athletes across the Gulf region as well as West Asia.

Mr. A. K. Shrivastava, Principal of Birla Public School said 'We are happy to have the first presentation of the Sport Integrity Program in our School. We want this message to be spread through the whole of India that we want to raise our children believing in the principles of integrity, especially sport integrity. We hope that other schools in India will take this as an example to fight against corruption in sports whether it be doping, match-fixing or any other form of corruption.'

Should you wish to talk to any of the SOP partners, please contact:

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