



FOR IMMEDIATE RELEASE

3rd March 2014

Save the Dream goes global with launch of “Let’s Cheer Positively” initiative in Italy

Rome, 3rd March 2014: Save the Dream, a joint initiative between the International Centre for Sport Security (ICSS) and the Qatar Olympic Committee (QOC), has today helped to launch “Let’s Cheer Positively” - a new programme that will promote sportsmanship and integrity in sport around Italy.

As a joint initiative between the QOC and the ICSS, the “Let’s Cheer Positively” initiative – also known as *“Tifiamo Positivo”* - will involve the Italian Committee for Sports against Drugs (C.I.S.C.D.), Ministry of Education, University and Research of Italy, the Italian Olympic Committee (CONI) and Italian Soccer Federation (FIGC).

“Tifiamo Positivo”, which will be the first international, annual project of Save the Dream, will see students aged 16-18 from around Italy compete for the opportunity to win an international internship with the Save the Dream programme.

As part of the national competition, students will be able to enter individually or in groups by submitting posters, music tracks, audiovisuals, storyboards and photography that highlight the importance of sportsmanship and integrity in sport. Further details of how to enter the competition will be announced in Italy over the next few weeks.

Winners of the competition will take part in a range of educational activities designed to promote integrity in sport and will receive training and professional development courses at the ICSS Headquarters in Doha.

Mohammed Hanzab, President of the ICSS, said:

“On behalf of the ICSS, I would like to thank CONI, the CISCSD, FIGC and the Ministry of Education, University and Research of Italy and I look forward to working alongside them on this project.

"Initiatives like *Tiffiamo Positivo* and Save the Dream play an important role in inspiring and uniting young people through sport, as well as teaching important ethics and values that can be applied in their everyday lives.

"As part of the ICSS's ongoing work and commitment in the area of sport integrity, this will be an important step forward for Save the Dream and hope this will be a catalyst for many more international projects and exchange programmes over the next few months".

-ENDS-

BACKGROUND INFORMATION

About Save the Dream

Save the Dream is an initiative of the ICSS and the QOC, supported by Ooredoo. The programme is a global campaign that aims to educate, promote and protect the core values and integrity of sports for young people.

Save the Dream's first educational project is being undertaken in partnership with the Qatar Olympic Committee for the seventh edition of the Schools Olympic Program under the theme 'Sport and Integrity'. The program includes educational activities as well as interactive workshops for students in schools across Qatar.

About the International Centre for Sport Security (ICSS)

The ICSS is an international, independent and non-profit organisation. With an aim to improve security, safety and integrity throughout the world of sport; the ICSS works with governments, federations, clubs, leagues and event organisers.

The ICSS provides expertise, services and global knowledge - advising on event and venue safety, strategic security and investigations into corruption in sport.

For more details please visit: www.theicss.org

For further information and if you are interested in a media briefing, please contact:

Will Shand

ICSS

Will.shand@theicss.org

+974 333 416 55

Karen Webb

Director of Communications, ICSS

karen.webbmoss@theicss.org

+974 7070 6306