

FOR IMMEDIATE RELEASE

16 March 2015

Rosa Mota becomes Save the Dream Ambassador

Lisbon, Portugal, 16th March 2015: Rosa Mota, the first woman to win multiple Olympic marathon medals has been appointed a Save the Dream Ambassador to help promote the positive values of sport to young people around the world.

The appointment was made during the **ICSS Inter Regional Sports Policy Summit** in Lisbon, a pioneering gathering of key decision-makers from major linguistic blocks, sports ministers and leading international institutions, aimed at developing solutions to the challenges facing the integrity, good governance and sound development of sport.

Rosa Mota is a former marathon runner and one of Portugal's foremost athletes. She was the first sportswoman from Portugal to win Olympic gold as well as being the only woman to be the reigning European, World and Olympic champion at the same time. In 1998 she was awarded the prestigious Abebe Bikila Award for her significant contribution to the sport of long distance running.

Speaking on her new role, **Rosa Mota** said:

"It's a great honour to be chosen as one of the Ambassadors for Save the Dream. I will give my best for this cause as I have always done in everything I've done.

"It's very important to promote and defend the values of fair play, ethics and the fight against doping for our young."

As an Ambassador, the sporting icon will participate in activities to educate, promote and protect the core values and integrity of sport for young people. She joins an elite group, led by football legend Alessandro Del Piero, which features several high-profile professional athletes from different sports and regions around the world.

Massimiliano Montanari, Executive Director, Save the Dream, said:

"**Rosa Mota** is a remarkable athlete who embodies the spirit and values of Save the Dream. Throughout her legendary career she showed passion, dedication and sportsmanship, inspiring generations of young fans and athletes. We are delighted to welcome her as a Save the Dream Ambassador and are looking forward to working with her to promote the positive ethics and values of sport around the world."

-ENDS-



NOTE TO EDITORS

Please find attached 3 photos of the Rosa Mota presentation

Picture 1: Massimiliano Montanari, Executive Director, Save the Dream, Rosa Mota and Emanuel Macedo de Madeiros, CEO, ICSS Europe

Picture 2: Rosa Mota, Mohammed Hanzab, President, ICSS and Emanuel Macedo de Madeiros, CEO, ICSS Europe

Picture 3: Rosa Mota, Mohammed Hanzab, President, ICSS and Emanuel Macedo de Madeiros, CEO, ICSS Europe

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 sport for young people.

About the International Centre for Sport Security (ICSS)

The ICSS is an international, independent and not-for-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 or follow us on twitter at [@The_ICSS](https://twitter.com/The_ICSS)

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