



## NEWS RELEASE



### **United States Anti-Doping Agency, Discovery Education Extend Partnership to Deliver Program Encouraging Honesty, Respect, Teamwork and Healthy Lifestyles**

*—Year two of "USADA True Sport Awards" program celebrates educators and community leaders promoting good citizenship and sportsmanship—*

*—Program awarded 50 winners nationwide in the first year with local program funding and prizing—*

**Colorado Springs, Colo.** (July 29, 2010) – The United States Anti-Doping Agency (USADA), in partnership with Discovery Education, today announced the kick-off of the second year of the [USADA True Sport Awards](#), promoting honesty, respect, teamwork, and healthy choices.

The USADA True Sport Awards program encourages teachers, coaches, school administrators, and other youth program leaders to motivate young people to lead safe and healthy lifestyles, free from performance-enhancing drugs, using the life lessons learned through sport as its platform. The program provides a powerful opportunity for educators and community leaders to win local program funding, support and prizes for their efforts to influence positive beliefs and behaviors in their communities. In year one of the program, which was awarded the 2010 Mom's Choice Award® for online family-friendly resources, more than 600 educators across the country participated, and 50 winners from 19 states were awarded prizes.

“With my participation in the USADA True Sport Awards program, I have a special feeling of helping our youth reach goals today for great success in the future,” commented Damon Jones of Seacoast Christian Academy in Jacksonville, Fla., one of the winners of last year's USADA True Sports Awards. “This award has helped me show my student-athletes that ‘100% Me’ is the way to go. Shortcuts lead to short success.”

In addition to the USADA True Sport Awards, USADA and Discovery Education are partnering again to offer free curricula for both middle-school and high-school students that help educators and community leaders impart the critical life lessons that contribute to the development of ethical and healthy individuals. These curricula are tied to national education standards, are implemented easily into classroom or other youth group educational settings, offer self-assessment tools, teachers' guides and student activity materials, and are available at [www.usada.org/outreach/](http://www.usada.org/outreach/), and at <http://usadatruesport.discoveryeducation.com/>.

Those who teach, coach and/or influence youth groups in the **middle school age range** are encouraged to integrate USADA's **100% Me curriculum**, which focuses on ethics and decision-making themes for student and athletic programs, into their classroom and/or other instructional activities. With these materials, educators can promote values-based decision-making, find facts on nutrition and dietary supplements, and help students make the connection between body type and body image.

MORE

USADA's *That's Dope* curriculum supports those who teach, coach and mentor youth in the **high school age range** in teaching important ethics and anti-doping lessons. With this powerful resource, educators, coaches, and others can teach students how to maximize energy and athletic performance safely and ethically, and get "the dope" about various products and substances from dietary supplements and energy drinks to anabolic steroids.

For the USADA middle and high school curricula, or to enter the USADA True Sport Awards program, please visit: [www.usada.org/outreach/](http://www.usada.org/outreach/) or <http://usadatruesport.discoveryeducation.com/>. **Entries are due November 1, 2010.**

For more information about products and services from Discovery Education, please visit [www.discoveryeducation.com](http://www.discoveryeducation.com) or call 800-323-9084.

### **About USADA**

USADA is the non-profit, independent and non-governmental entity responsible for the testing and results management process in the U.S. for athletes in the Olympic and Paralympic Movement, upholding the Olympic ideal of fair play, and representing the interests of athletes. USADA is dedicated to preserving the integrity of sport through research initiatives and educational programs. The agency manages a drug reference phone hotline and Global Drug Reference Online, conducts educational sessions with National Governing Bodies and their athletes, and proactively distributes a multitude of educational materials, such as curriculums, themed brochures and nutrition and dietary guides, easy-reference wallet cards for the prohibited substance list, periodic newsletters, and protocol and policy reference publications, all of which can be found at [www.USADA.org](http://www.USADA.org).

### **About Discovery Education**

Discovery Communications (NASDAQ: DISCA, DISCB, DISCK) revolutionized television with Discovery Channel and is now transforming classrooms through Discovery Education. Powered by the number one nonfiction media company in the world, Discovery Education combines scientifically proven, standards-based digital media and a dynamic user community in order to empower teachers to improve student achievement. Already, more than half of all U.S. schools access Discovery Education digital services. Explore the future of education at [www.discoveryeducation.com](http://www.discoveryeducation.com).

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