



NEWS RELEASE

Winners Announced in USADA True Sport Awards National Contest Encouraging Healthy Lifestyles for America's Students

*--Recognition from USADA and Discovery Education Includes Program Support,
a Trip to Participate in an Educator's Summit and More--*

Colorado Springs, CO – April 12, 2010 – In recognition of their work in teaching honesty, respect, sportsmanship, and healthy choices among America's youth, Gold, Silver, and Bronze winners have been named in the national [USADA True Sport Awards](#) program, produced in partnership by the [U.S. Anti-Doping Agency](#) (USADA) and [Discovery Education](#). USADA is proud to recognize these winners for their commitment to making a difference in young people's lives.

The **USADA True Sport Awards** program encourages teachers, coaches, school administrators, scout leaders or other community program leaders and mentors, to motivate students in 5th-12th grade to lead safe and healthy lifestyles, free from dangerous performance-enhancing drugs, using the life lessons learned through sport as its platform. The program provides a unique opportunity for educators and community leaders to be recognized with local program funding and support for outstanding efforts to influence positive beliefs and behaviors in their communities.

Ten (10) entrants were selected as Gold winners, all of whom submitted rigorous, meaningful programs aimed at empowering youth to seek positive life experiences through the powerful vehicle of sport. Twenty (20) Silver winners and ten (10) Bronze winners were also selected by the judges for their submissions. Gold winners hail from eight states and are: Rosanne Keathley, Huntsville, TX; Brian Keller, Bennington, VT; Helen McClain, El Centro, CA; Chuck Moses, Klamath Falls, OR; Damon Jones, Jacksonville, FL; Brian Bordainick, New Orleans, LA; Melanie Martin, Humble, TX; Jeff Burke, Anderson, TX; Jose Cervantes, Chicago, IL; and Kim Seevers, Windham, NY.

A complete winners list is available at <http://usadatruesport.discoveryeducation.com/awardshome.cfm>.

The Gold award winners receive program funding for the school or organization to implement the winning proposal and the opportunity to participate in an educator's summit. USADA Athlete Ambassadors, such as April Holmes, Lauryn Williams, Dee Dee Trotter, and Augusto Perez will also visit winners and share their personal stories and positive messages through live appearances with youth program participants. In addition, Gold winners were provided a pocket video camera, a commendation award and a one-year subscription to [Discovery Education Health](#), a comprehensive health and prevention digital classroom resource. Winners will utilize the cameras to document their journeys as they implement their programs.

"Those recognized are representative of the many daily heroes demonstrating leadership in promoting safe and healthy lifestyles among young people in their local communities throughout the U.S.," commented USADA Communications & Outreach Director, Erin Hannan. "Today's youth have an invaluable opportunity to learn powerful life lessons from sport, and educators, coaches and other role models are working hard to empower them with the decision-making skills they need to be healthy and productive members of society."

All entries for the **USADA True Sport Awards** were submitted online at <http://usadatruesport.discoveryeducation.com/> between Aug. 21 and Nov. 15, 2009. Proposals were judged based on content, originality/creativity, feasibility, clarity, and adherence to program guidelines.

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The **USADA True Sport Awards** program encourages use of USADA's free middle school and high school curricula at <http://usadatru sport.discoveryeducation.com/curriculum.cfm>, which are tied to national education standards and help educators and community leaders impart the critical life lessons that contribute to the development of ethical and healthy individuals. The curricula are easily implemented into classrooms or other youth group educational settings, and offer self-assessment tools, teachers' guides and student activity materials.

Themes include values-based ethical decision-making and goal-setting for student and athletic programs, sound nutritional practices, navigating the marketplace of potentially dangerous "energy" drinks and dietary supplements, maximizing energy and physical activity through healthy and natural means, and making the connection between body type and body image.

For more information about products and services from Discovery Education, please visit 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.

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.

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