



# NEWS RELEASE

For Immediate Release

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## USADA UNVEILS ANTI-DOPING CAMPAIGN FEATURING 2006 U.S. OLYMPIC & PARALYMPIC HOPEFULS

**COLORADO SPRINGS, COLO.** (Oct. 12, 2005) -- The U.S. Anti-Doping Agency (USADA) and the U.S. Olympic Committee (USOC) today unveiled a new anti-doping campaign featuring 10 2006 U.S. Olympic and Paralympic Team hopefuls.

The "Celebrating the Value of Fair Play" campaign includes a series of television, radio, and movie theater public service announcements (PSAs) aimed to promote fair play, respect, and integrity in sport. The PSAs made their debut at the U.S. Olympic Media Summit in Colorado Springs, Colo.

The TV PSAs feature short track speedskater **Apolo Anton Ohno** (Seattle, Wash.); bobsledder **Vonetta Flowers** (Birmingham, Ala.); luge athlete **Mark Grimmette** (Muskegon, Mich.); sled hockey goalie **Manny Guerra** (Minneapolis, Minn.); long track speedskater **Jennifer Rodriguez** (Miami, Fla.); and U.S. Women's National Ice Hockey Team players **Angela Ruggiero** (Harper Woods, Mich.); **Jenny Potter** (Eagan, Minn.) and **Julie Chu** (Fairfield, Conn.). In a first for USADA, one PSA, featuring Guerra and Rodriguez, was recorded in both English and Spanish.

Figure skater **Michelle Kwan** (Manhattan Beach, Calif.), freestyle moguls skier **Jeremy Bloom** (Loveland, Colo.) along with Ohno, Flowers, and Rodriguez are featured in movie theater advertisements slated for release in Denver, Chicago, Los Angeles, New York City and Dallas. The movie theater PSAs will begin a 28-week run in November.

"Participating in this campaign gives me the opportunity to promote what I believe a majority of U.S. athletes share and embrace," said two-time Olympic medalist Ohno. "I want young people to understand how important it is to respect your sport and compete with integrity."

USADA has a tradition of collaborating with U.S. athletes as part of its outreach efforts. In advance of the Athens Olympic Games, USADA launched a series of anti-doping PSAs featuring 2004 U.S. Olympic athletes.

The television and radio PSAs were produced by Elite Media and the movie theater PSAs were developed by APEX Communications. Both companies are based in Colorado Springs, Colo.

The TV and movie theater PSAs are available for viewing on the official USADA Web site at [www.usantidoping.org](http://www.usantidoping.org).

USADA is responsible for the testing and results management process for athletes in the U.S. Olympic and Paralympic Movement. USADA is equally dedicated to preserving the integrity of sport through research initiatives and educational programs.

*Media interested in obtaining a copy of the PSAs can call Nirva Milord.*  
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