



NEWS RELEASE

FOR IMMEDIATE RELEASE

Contacts: Stephen Wakefield, Discovery Education
240-662-2893
stephen_wakefield@discovery.com

Erin Hannan, USADA
719-785-2009
ehannan@usada.org

United States Anti-Doping Agency, Discovery Education Partner to Encourage Good Citizenship and Healthy Lifestyles Among America's Students

Four weeks remain to enter the 'True Sport Awards' program celebrating educators and community leaders for promoting ethics and good sportsmanship

Silver Spring, Md. (Oct. 20, 2009) – Promoting honesty, respect, teamwork, and healthy choices, the United States Anti-Doping Agency (USADA), through a program partnership with Discovery Education, is accepting entries for the [USADA True Sport Awards](#) now through Nov. 15, 2009.

Available online at www.DiscoveryEducation.com/USADATrueSport and at www.usada.org, this program also features free curricula for both middle school and high school aged 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, and offer self-assessment tools, teachers' guides and student activity materials.

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 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.

USADA's *That's Dope* curriculum supports those who influence 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 athletic performance safely and ethically, and get "the dope" about various products and substances from dietary supplements and energy drinks to anabolic steroids.

In addition to offering free curricula, the USADA True Sport Awards program presents a powerful opportunity for educators and community leaders to win local program funding and other valuable support and prizes, and recognizes individuals who take action to influence positive beliefs and

MORE

behaviors in their communities. Applications for the USADA True Sport Awards program are being accepted through Nov.15, 2009, and award winners will be announced in January 2010.

“When I saw the *100% Me* program, I knew this is what I needed. Now I am able to start the year with this program and continue with the addition of Discovery Education materials,” said Heather Flaim, a New Jersey middle school teacher. “I am so glad I have something that I can make a difference with in these students’ lives, which will ultimately help shape who they become.”

For the True Sport middle and high school curricula, or to enter the True Sport Awards program, please visit: <http://usada.discoveryeducation.com> or www.usada.org.

For more information about products and services from Discovery Education, please visit www.discoveryeducation.com or call 800-323-9084.

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.

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.

###