

## **Clean Sport Commitment Statement Signed By Kelly Holmes Education**

Kelly Holmes Education has become the latest organization to pledge its efforts for supporting doping-free sport after developing their [Clean Sport commitment statement](#).

With this announcement, Kelly Holmes Education has adopted stance of the World Anti-Doping Agency (WADA) and [United Kingdom Anti-Doping](#) (UKAD) that cheating, including doping, in sport is fundamentally contrary to the spirit of sport and undermines the otherwise positive impact of sport on society.

In 2004, double Olympic champion Dame Kelly Holmes established the Foundation that has created and delivered education programs and mentoring to the next generation of elite sports performers ever since then. In 2012, more than 2,000 athletes, parents, and support personnel were educated face-to-face through the 100% me program of UK Anti-Doping. All the participants in the expanding Kelly Holmes Education programs will now be part of this commitment to Clean Sport.

The 100% me program is an initiative by UK Anti-Doping to help athletes being true athletes and emphasize on hard work, passion, determination, integrity, and respect.

For supporting this commitment, UK Anti-Doping will deliver education workshops to athletes and their parents taking part in the whole range of programs delivered by Kelly Holmes Education.

UK Anti-Doping Education Manager Amanda Batt said that educating athletes at all stages of their development about the values of clean sport and the dangers of doping forms an integral part of our long term prevention strategy. Batt added that we can only do this successfully by working closely with organizations that provide support to the next generation of athletes and went on to remark that this partnership with Kelly Holmes Education shows how much they value the importance of clean sport. The UK Anti-Doping Education Manager added it will also provide these talented young athletes with the education and support they may need to stay away from doping as they progress through their sporting careers.

Dame Kelly Holmes said that clean sport is at the heart of our core values at Kelly Holmes Education, and we are delighted to be working with UK Anti-Doping to show our commitment towards developing the next generation of clean athletes. Holmes added our athletes will be the role models of tomorrow, so we encourage them to support the 100% me attitude of being successful and confident while retaining the values of clean, fair competition.

In 2012, the National Trainers of UKAD delivered an interactive 100% me workshop to 22 athletes taking part in Dame Kelly Holmes' '*On Camp with Kelly*' and '*Future Stars with Kelly*' mentoring and education initiatives.

Dame Kelly, who participated in the quiz as a contestant, said it is of the utmost importance that all sports people are fully up-to-date with [anti-doping regulations](#) and procedures and for that reason she ensures that all participants in my mentoring and education programs take part in 100% me workshops. Kelly added the workshop at our Aviva-sponsored '*On Camp with Kelly*' Get-Together last weekend was an important refresher session for the athletes to ensure their knowledge is fully up-to-date and added it was a good interactive workshop, with all participants adding to their knowledge on this important topic.