

**Media release – September 30, 2005**

EDS: STRICTLY EMBARGOED TO 1400HRS (2PM)  
FRIDAY, SEPTEMBER 30, 2005

**Drug Free Sport New Zealand new name for NZ  
Sports Drug Agency**

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Drug Free Sport New Zealand (DFSNZ) today becomes the new name for NZ's official organisation fighting drugs in sport.

The name change, announced at a major launch in Auckland today, emphasises Drug Free Sport NZ's primary role of making sure sport is drug free and by educating all athletes.

DFSNZ chair Prof. David Gerrard said the previous name conveyed the wrong impression and tended to portray the agency as solely a regulatory body.

Well over 100 top athletes and sports officials are gathering for the launch of the new name as a symbol of solidarity for clean sport.

“We are not aware of any other nation that has attempted to make such a clear statement on the issue of drugs in sport. This is a chance for us to set the standard for the rest of the world,” Professor Gerrard said.

The new Drug Free Sport logo indicates equality on a (green) playing field. It has a close affinity with the World Anti-Doping Agency logo but incorporates a New Zealand element.

The agency today launched a new version of its “Be Strong Be Clean” video which has high profile athletes and coaches including Hamish Carter and Graham Henry stressing the anti-doping message to young athletes.

Drug Free Sport will also be placing posters throughout New Zealand. They feature top athletes supporting drug free sport including Monty Betham, Mark Sorenson, Ben Fouhy, Chris Cairns, Anna Rowberry, Orene Ai'i, Leanne Walker, Hamish Carter, Sarah Ulmer, Caroline and Georgina Evers-Swindell and Peter Martin.

Drug Free Sport NZ executive director Graeme Steel said the purpose of the posters was to raise awareness of the issue generally and particularly the ability of New Zealand's athletes to succeed drug free.

``In addition it gives the athletes an opportunity to make it clear where they stand on the issue. The posters will be seen in schools and sports clubs.

``We just want to work more closely with athletes to ensure that the culture of New Zealand sport continues to reject drugs as a means of getting ahead in sport.''

Sports Minister Trevor Mallard will speak at the launch and name-change event later today along with past athletes such as Yvette Corlett (Williams), Sir Murray Halberg, John Walker, Barbara Kendall, Danyon Loader and many current athletes.

Ends

**Media advisory:** For further information, interviews, photo / camera or comment please contact Graeme Steel on 09 5215706 or 021 679706 or Kip Brook at Word of Mouth Media NZ on 03 374 5426 on 0275 033 855

**Editors, note:** Media packs will be provided for those who attend the launch at Selwyn College at 1pm tomorrow. A 10 minute media question time will be available followed by one on one interview opportunities with many top athletes including Olympic gold medallists Hamish Carter, Sarah Ulmer and Caroline and Georgina Evers – Swindell.

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