



## <REFERENCES>

- **“Messages and Filter Photos: i-PLAY TRUE Relay”:**

“i-PLAY TRUE Relay” is open to all who care about sport. It is a social engagement campaign that collects people’s messages and “Filter Pose” photos that symbolize the true value cherished for sport inside them. The project has aimed to transform everyone’s messages and photos posted either through the project platform (“PLAY TRUE Planet”) or via social media with #iplaytrue #playtrue2020 into an art form.

<Project website> <https://www.playtrue2020-sp4t.jp/iplaytrue/>

<PLAY TRUE Planet> <https://playtrueplanet.jp>

- **PLAY TRUE 2020, Sport for Tomorrow:**

Sport for Tomorrow is an international contribution through sport initiative led by the Government of Japan for the 2020 Tokyo Olympic and Paralympic Games. It aims to deliver values of sport and promote the Olympic and Paralympic Movement to people of all generations worldwide. The Japan Anti-Doping Agency delivers one of the core three pillars of Sport for Tomorrow. Under the name of “PLAY TRUE 2020”, JADA promotes a wide range of activities to protect the integrity of sport based on the values and virtue of sport in partnership with the World Anti-Doping Agency, International Federation, National Federation, National/Regional Anti-Doping Agencies and various education and sporting sectors.

<Project website> <http://playtrue2020-sp4t.jp/>

- **“PLAY TRUE Relay” – TRUTH in Sport, TRUTH in ME:**

The legacy project, firstly relayed in 2014, engaged a wide range of athletes of different countries, sport and generations to leave their “true messages” found in sport as legacy, embracing the world and the future. The PLAY TRUE Relay is to relay the actual *Makimono* (a Japanese scrolled paper), the only *Makimono* inscribed with the athletes’ truth. The interview aims to encourage people to discover the intrinsic values of sport or the values realised through sport from reading and experiencing the athletes’ true message. Athletes’ interviews are available on the project website.

<Website outline> <https://www.playtrue2020-sp4t.jp/ptrelay/>

<Library of the Athlete’s message> <https://www.playtrue2020-sp4t.jp/ptrelay/library/>

<Featured clips> <https://playtrue2020-sp4t.jp/ptrelaymovie/>

