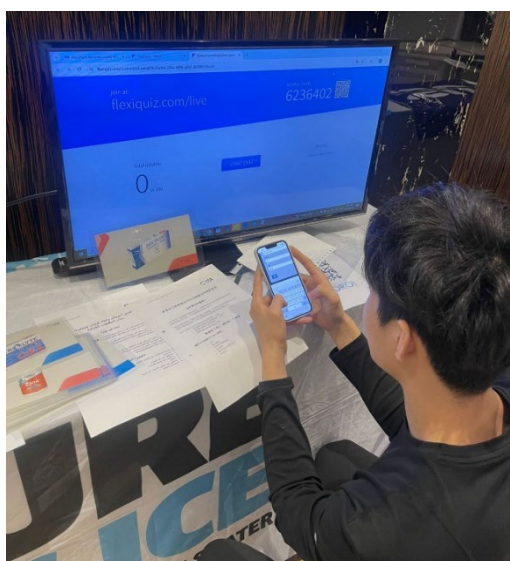


Pure as Ice Inspires the Next Generation of Clean Sport Champions Across the 2025/26 Season

The International Skating Union (ISU), in partnership with the ITA, proudly rolled out its **Pure as Ice** campaign across the first half of the 2025/26 skating season, empowering young athletes and their teams with essential knowledge and practical tools to protect clean sport.

Astana Kick-Off

At the 2025 ISU Short Track Junior World Cup in Astana (13-15 November 2025), skaters from **over 20 nationalities** joined dynamic workshops delivered with the support of the Kazakhstan Anti-Doping Agency. Interactive sessions and games sparked curiosity, learning, and strong athlete engagement.



Milano Momentum

Momentum continued at the 2025 ISU Junior World Cup Speed Skating in Milano (29–30 November 2025), where approximately **200 skaters representing 24 countries** actively

participated in **Pure as Ice activities**. Sessions were delivered by an ITA Ambassador, ensuring athletes received expert guidance in a relatable and inspiring way.

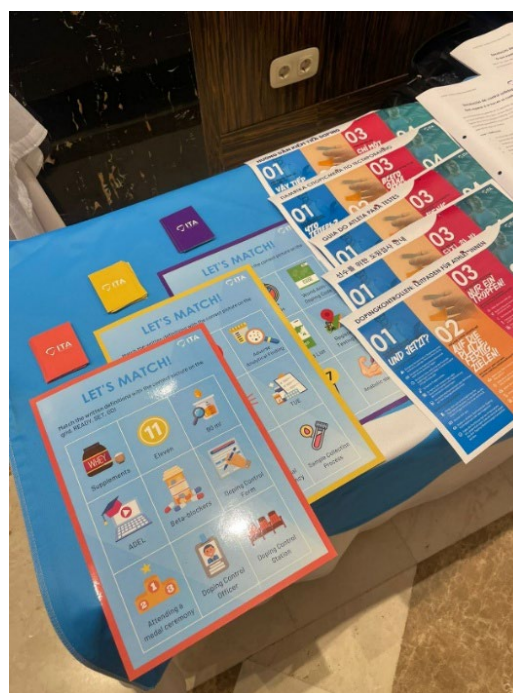


Learning Through Interaction and Fun

The **Pure as Ice** program blended education with interaction through workshops, quizzes, and creative games designed to bring Anti-Doping knowledge to life.

Participants explored key topics including:

- Understanding the **11 Anti-Doping Rule Violations (ADRVs)** and their importance
- Learning athletes' and Athlete Support Personnel's (ASP) **rights and responsibilities**
- Becoming familiar with doping control procedures and key terminology
- Understanding the **Prohibited List** and how to check medications safely
- Making informed choices about supplements and embracing a **food-first approach**
- Learning how and when to apply for a **Therapeutic Use Exemption (TUE)**
- Knowing where to seek reliable information and support



A Culture of Clean Sport

Feedback from both KAZ-NADO educator and ITA Ambassador highlighted the exceptional enthusiasm and engagement shown by participants. Skaters eagerly took part in activities such as the Clean Sport Bingo, medication challenge, and quizzes, asking thoughtful questions and actively testing their knowledge.

Importantly, coaches, doctors, and team leaders strongly encouraged participation, with Athlete Support Personnel also demonstrating genuine interest in education. This collective involvement fostered a positive and supportive atmosphere, reinforcing the shared responsibility of protecting clean sport.

A Lasting Impact

Continuing a popular tradition, the **ISU Pure as Ice** sport-inspired giveaways were warmly received by participants, helping reinforce educational messages while leaving athletes with lasting reminders of **their commitment to fair and clean competition**.



For further information about the ISU “Pure as Ice” initiative, visit the webpage [here](#).