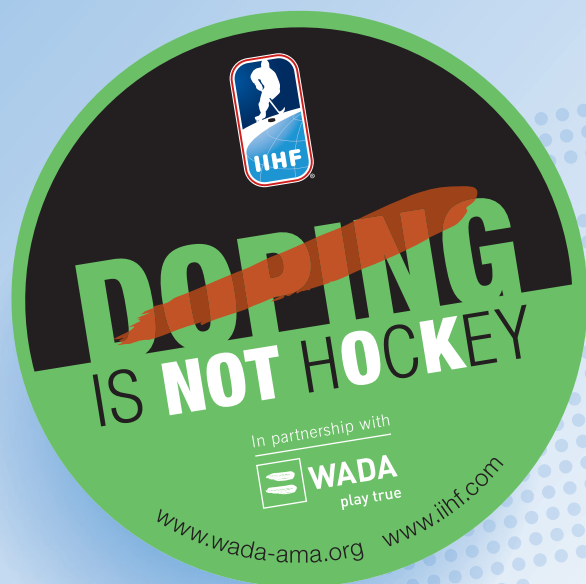


Say "Nope" to dope!



The International Ice Hockey Federation (IIHF) is committed to the world wide fight against doping and it strongly believes in true and fair sport.

The IIHF works together with the World Anti-Doping Agency (WADA) to develop ways to fight doping in the sport of ice hockey and to protect athletes who are determined to reach the top without doping. This green puck campaign has been created to support the values of both the IIHF and WADA.

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Ice hockey against doping



International anti-doping campaign



Top 10 reasons why **not** to choose doping.

1 Anywhere in the world, you'll be punished for doping!

2 You're not only cheating, but may also be kicked out of your sport.

3 Serious side-effects and health risks.

4 You give our sport a bad image.

5 Most of these drugs are found on the black market or the internet and you might end up with fake or even more dangerous substances.

6 You can't be proud of your achievements and results, because those aren't really you.

7 You will need to lie to a lot of people, even to your closest friends and family, and keep your life very secret.

8 When will you be able to stop? After you loose your hair and can't have children anymore, or when you suffer from heart failure and diabetes? Are you sure you can keep it under control?

9 Your reputation as an athlete will be ruined and you can never come back as a hero. Doubt and questions will never end.

10 Is it really worth it?

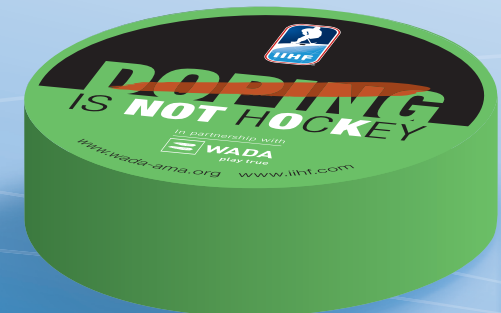
Why doping and ice hockey do **not belong together:**

- You need to be smart rather than strong.
- You need to be quick on your feet rather than weigh a ton.
- Great tactics and playing as a team can get you anywhere, a positive sample might end your career.
- If you choose the road of doping, your team will suffer from it too. Do you want to be the one taking your team down?

The green puck.
You are the messenger.

- Take this puck and leaflet home with you.
- Take these to training and practice. Play with the puck.
- Take pictures! Send your pictures to the IIHF office – the best ones will be published on www.IIHF.com!
- You are responsible for answering any and all questions that your team mates might have.

It's your puck.
It's your responsibility.
Take it to the next level!



Green is pure. Green is Go! Green is:

Nope to dope!