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IeSF, Partnership with Athletics for a Better World, powered by IAAF, one of the world's leading international sports federations

- ✓ **IeSF and IAAF develops mutual cooperation model between new and traditional sports through partnership**
- ✓ **Mr. Jun, Byung Hun, the President of IeSF addressed, “Opportunity to get one step forward to become an official international sports federation”**

International e-Sports Federation (IeSF) has announced a partnership of cooperation exchange between e-Sports and athletics, as signing partnership MOU with the “Athletics for a Better World” powered by International Association of Athletics Federations (IAAF) at the Sochi EXPO Centre, the venue of the 2015 Sport Accord Convention in Sochi, Russia on April 21, 2015. IAAF is an international sports federation which retains 214 member nations with more than 100 years of history.



Athletics for a Better World has offered the partnership to IeSF on account of possibility and vision of e-Sports as official sports with high popularity among young generation and its rapid growth. IeSF Board has approved such partnership with a positive consideration on the proposal from them.

IeSF became an official signatory of WADA (World Anti-Doping Agency) in 2013, and recognized by TAFISA (The Association for International Sports for All) in 2014. And at this moment, partnership with IAAF will enhance IeSF's status as official international sports federation. This is the first time for IeSF to have partnership with other sports discipline. As starting with Athletics which has the largest number of member nations and athletes, IeSF will continuously cooperate with many sports disciplines and international sports governing bodies. This effort will bridge the gap between traditional sports and e-Sports.

Through this partnership, IeSF will participate in “Athletics for Better World” program powered by IAAF which is

to deliver a positive contribution in the areas of health, environment, social inclusion and peace through athletics. IeSF is planning to actively promote soundness of athletics, and promote health and e-Sports activities to all e-Sports member nations and e-Sports fans.

Moreover Athletics for a Better World, whose ambassadors include former Olympians Jackie Joyner-Kersey, Paula Radcliffe and Wilson Kipketer, will look to develop training plans and fitness programmes to help professional and recreational gamers alike perform at the highest levels. The IeSF will also benefit from the IAAF's knowledge as a governing body with over a 100 years' experience. There they will develop plans for the future of their partnership including live demonstration workshops with some of the world's top professional gamers, as well as Olympic athletes who have all expressed a love of computer games, such as Aries Merritt (USA, Gold medal list in 2012 London Olympics men's 100m hurdles), Warren Weir (Jamaica, Bronze medalist in 2012 London Olympics men's 200m race) and Christian Taylor (USA, Gold medalist in 2012 London Olympics men's triple jump).

Mr. Nick Davies, the Deputy General Secretary of IAAF addressed, "As the number one Olympic sport we are always looking at new ways and new means of technology to help engage young people and encourage them to take up athletics. E-Sports is one of the fastest growing sports in the world and we're delighted to become the first governing body to partner with the IeSF. We look forward to a prosperous relationship and can't wait to start working on new and exciting opportunities together"

IeSF president, Mr. Byung Hun Jun said "This partnership will definitely enhance the status of IeSF within the international sports society, and it is a reflection that international sports society is continuously paying attention on e-Sports. By showing soundness of e-Sports and continuous exchange with international sports society, IeSF will keep endeavor to make the e-Sports to be recognized as official sports.

► About IeSF

The International e-Sports Federation (IeSF) is an International Governing Body for e-Sports, established in 2008. Currently IeSF consists of 43 National Federations, who are approved by governments in their countries. As e-Sports has been regarded as one of potential Sport disciplines, many of National Sport Authorities such as Ministry of Sport and National Olympic Committees have been recognise such National e-Sports Federations, as official Sport Governing Body.

Since 2009, IeSF has been hosting e-Sports World Championship every year. More than 400 people from all of IeSF National Federations and more countries participate in the event, as National Athletes approved by their government. All broadcasting contents are delivered to all around the world through online streaming platforms, with more than 2 million viewerships.

IeSF also cooperates with various International Sport Bodies. IeSF manages and operates e-Sports event in Multi Sports Events in the world. Also IeSF has been approved as one of the official signatories of World Anti-Doping Agency in 2013. After approval, IeSF has been conducted doping test for every event, like other sports with IeSF's own Anti-Doping code. In 2014, IeSF was approved as an International member of TAFISA (The association For International Sport for All), and will manage e-Sports program in 2016 TAFISA World Sport for All Games.

With rapid growth of e-Sports, IeSF is aiming for being affiliated in SportAccord. Regarding perceptions toward e-Sports from National Sport Authorities, it is expected that e-Sports can be admitted as one of official sport discipline in near future, with the recognition of IeSF by SportAccord.

► About the IAAF

[The International Association of Athletics Federations](#) (IAAF) which was created in 1912 is the world governing and rule making body for Athletics, the Olympics' number one sport. Today the IAAF encompasses track and field, race walking, road, cross country and mountain running. Boasting 214 national Member Federations, spread across 6 continental Areas, it has a global reach greater than that of the United Nations.

The IAAF World Athletics Series of events has as its pinnacle the biennial IAAF World Championships. The championships' nine days of competition attract 2000 athletes from more than 200 countries and are broadcast to an accumulated 6 billion TV audience worldwide, making them the world's third largest sporting event after the Olympic Games and football's World Cup.

In 2015, there will be three IAAF World Athletics Series events plus the second edition of the innovative IAAF World Relays in The Bahamas. As a true reflection of the global nature of Athletics, these competitions will be held on three different continents. The season will climax from 22 to 30 August at the IAAF World Championships, Beijing 2015, which take place in and around the 'Bird's Nest', the Chinese capital's Olympic stadium.

► About ABW

[Athletics for a Better World](#) (ABW) powered by IAAF is the global social responsibility programme of the International Association of Athletics Federations (IAAF). Launched in April 2014, ABW brings together individuals, projects and organisations committed to using athletics as a tool for social and sustainable development. The ABW mark is available to all athletics-led initiatives that deliver a positive contribution in the areas of health, environment, social inclusion and peace.