

The fight against doping in athletics was “not a war we can afford to lose”

says **Sebastian Coe**, commenting the Asafa Powell and Tyson Gay doping scandal. “It is important for any athlete to know that if they want to risk cheating that they are going to get caught,” the **IAAF** vice-president and the British Olympic Association chairman told *The Daily Telegraph*. “We would rather have the short-term embarrassment from the sorts of stories we have today than a decline in the sport to a position where no one has any trust in the athletes. That’s what we are fighting for. But the message is getting through and we are not taking our foot off the pedal.”

Quoted by the *Telegraph’s Ben Rumsby*, one of Britain’s leading experts on anti-doping claimed athletes were being “set up to fail” drugs tests by a lack of regulation of the sports supplement industry. **Michele Verroken**, the former director of ethics and anti-doping at **UK Sport**, branded the status quo “madness” and insisted it had become increasingly difficult for sportsmen and women to know what was banned and what was not.

Verroken, who now runs her own sports ethics consultancy, **Sporting Integrity**, questioned whether Gay or Powell may have used supplements whose listed ingredients do not tally with substances mentioned on the World Anti-Doping Agency’s banned list. She told *Telegraph Sport*: “I despair. The education programme in the World Anti-Doping Code talks about educating athletes about this prohibited list. I challenge you to have a look at it to see if you understand which medications you could take safely. You expect so much from their performance and you don’t help them with their responsibilities...” ◀◀◀

With ESPN broadcasting the World Cup of Softball tournament

across its family of networks for coverage in more than 140 countries, softball has scored another home run here for the campaign to get softball and baseball in the **2020 Olympic Games**. The Oklahoma City tournament, featuring the world’s leading national women’s softball teams, has demonstrated the popularity of the sport amongst women of all ages, and the capacity of softball to generate big crowds, strong commercial and sponsor interest and involvement and the support of the sport’s leading athletes, teams and supporters for the Olympic Games. Two-time Olympic Gold medallist, **Michele Smith**, provided colour commentary for the **ESPN** coverage, which also included additional web streaming techniques and approaches to compliment television coverage. (Continued on page 2)

New York Mayor Michael R. Bloomberg had to allow himself to be corrected,

when he announced that the city’s youngest soccer club, the **New York City Football Club**, would play its home games at **Yankee Stadium**. As Bloomberg spoke about the quality of professional sport in New York in his weekly radio address, in connection with New York F.C., partly owned by **Manchester United** and the **New York Yankees**, he said: “Yankee Stadium will become the home of the New York City Football Club, the first soccer club in the five boroughs since the 1970s”.

With that he triggered off a load of questions and discussions, as *The New York Times* reported. And in the end **Julie Wood**, Bloomberg’s deputy press secretary, circulated a statement which said: “The script for the mayor’s radio address on Sunday overstated the possibility that the New York Football Club could play some games at Yankee Stadium while they search for a permanent home. No decision has been made on where they will play. Wherever they end up, we are thrilled to welcome Major League Soccer to New York City, where pro sports are creating jobs and pumping millions into our economy”. ▶▶▶

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The Yankees as well as **Major League Soccer** have meanwhile confirmed that no significant progress had been made on determining a permanent home for the New York City F.C. **Hal Steinbrenner**, the managing general partner of the Yankees, has said that the team would be open to having New York City F.C. play some games at Yankee Stadium on a temporary basis while a permanent stadium is being built and, given the challenges of building a new stadium, that seems to be a possibility. Originally there was talk that the club, which will start playing games in 2015, would look to build a soccer stadium in the **Flushing Meadows** area of Queens. Since the plans have become unlikely, a site near Yankee Stadium in the Bronx is seen as another option. ◀◀◀

Providing 60 vehicles for the tournament's official shuttle service

as well as the further 40 vehicles for the **Royal and Ancient Golf Club** and their guests, Germany's **Mercedes-Benz** automobile makers have become enthusiastic supporters of **The Open Championship**. Says **Lueder Fromm**, Head of Global Marketing Communication for Mercedes-Benz Cars: "It's a tremendous honour for us to be attending the event for the third time as the '*Official Patron of The Open Championship*'. The Open Championship is one of the most prestigious and dynamic tournaments in the world and therefore a perfect match for our global golf strategy – The best or nothing."

The Mercedes fleet of Cars for the July 18 to 21 tournament at the **Muirfield Golf Club** in Scotland is primarily made up of models from the new generation of the E-Class, which both technically and economically

Did Salt Lake City's 2002 Olympic boss Mitt Romney

lose the 2012 **U.S. Presidential elections** to **Barack Obama** because he is an active, practicing Mormon? In his recently released book '*What Went Wrong?*' best-selling author **Jerome Corsi** outlines the 2012 presidential election and how Romney's membership in **The Church of Jesus Christ of Latter-day Saints** possibly affected the outcome. Corsi notes that 13 months before Election Day, **Robert Jeffress**, pastor of First Baptist Church in Dallas, Texas, caused a commotion when he warned against voting for Romney because "Mormonism is not Christianity," saying the decision for evangelical Christians is whether "we prefer someone who is truly a believer in Jesus Christ or someone ... who is part of a cult." ◀◀◀

is setting new trends at the top of its segment. Defending champion **Ernie Els** is to be driven to the ceremonial handover of the **Claret Jug** to Peter Dawson, Chief Executive of **The R&A**, in the new E-Class Convertible.

Mercedes-Benz has been involved in the sport of professional golf since the 1980s. It has been the international partner for the **Augusta Masters** since 2008, and next year will be one of three Global Sponsors. As a result of its partnership with the **PGA of America** which came about in 2010, the German brand has been the "Official Vehicle" of the PGA Championship and the Senior PGA Championship. In 2011, Mercedes-Benz's involvement with golf was expanded through a partnership with the oldest golf tournament in the world, The Open Championship. Additionally, Mercedes-Benz supports a long list of other tournaments around the world for both amateurs and professionals. ◀◀◀

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Players, fans and supporters highlighted their passion for the Olympic Games by wearing special **WBSC Olympic Playball2020** campaign tattoos, and displayed banners and brochures calling for softball and baseball to be included at the Games, while signage, screens other demonstrations of Olympic support were on display in the main competition venue and the other surrounding venues. The tournament also includes a **Pink Game** between US and Puerto Rico with athletes wearing pink coloured uniforms to raise money and awareness for cancer in women.

"The WBSC Olympic 2020 bid brings the full power of gender equality to the Olympic programme, with Softball offering the Olympic Movement a new opportunity for more women to participate at the Olympic Games," says a **WBSC** press release, with WBSC co-president **Don Porter** stating: "Sport is good for women, and softball at the Olympic Games would inspire more young girls into sport. That's what we're fighting for - for young women and girls to have the opportunity to realize their dreams and to go to the Olympic Games." ◀◀◀

