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UNESCO teams with media to upload peacemaking power of sport



2 November 2010 – The potential for sport in preventing violence, fighting racism, empowering youth and boosting development, particularly in Africa, will go online with a new series of e-bulletins organized by the United Nations cultural agency and a major multimedia organization.

The quarterly e-bulletins, the first issue of which is set for February 2011, are the first result of a new partnership formed between the Section for Youth Sport and Physical Education of the UN Educational, Scientific and Cultural Organization ([UNESCO](#)) and the International Association of Sports Newspapers ([IASN](#)), a body representing sport publications in five countries.

The bulletins will be published on the UNESCO and IASN websites and circulated through both organizations' networks. Each issue will feature a lead article related to current sporting events and an interview with a sports personality.

Regular features will also include profiles of UNESCO Champions for Sport – sport celebrities who appear for the organization -- sports facts and schedules as well as a section focused on sport and inclusion. Articles written by young people will also appear regularly.

IASN provides UNESCO with an audience of around 45 million people through its global multimedia network, [according](#) to the UN agency. The two organizations plan other joint initiatives to broaden public awareness of sport's potential in development and peace.

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