



**PRESS RELEASE**  
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## **BWF ANNOUNCES INTEGRITY AMBASSADORS**



The Badminton World Federation (BWF) unveiled five top players as the first Integrity Ambassadors to promote clean, fair and honorable sport.

**Saina Nehwal** of India, Denmark's **Christinna Pedersen** & **Viktor Axelsen**, Japan's Women's Doubles pair, **Misaki Matsutomo** & **Ayaka Takahashi** were presented to media by BWF Deputy President Gustavo Salazar Delgado on the eve of the Dubai World Superseries Finals which starts today.

The launch of the Integrity Ambassadors' campaign is the latest step in the BWF's integrity programme – **I am Badminton** – which began last season. The Ambassadors

– more of whom will be introduced in 2017 – will represent and promote the campaign’s values, serving as role models for the Badminton world.

In essence, they will be the faces of the campaign, acting as role models through their conduct – both on and off court.

**“It is my pleasure to welcome Ayaka Takahashi, Misaki Matsutomo, Saina Nehwal, Christinna Pedersen and Viktor Axelsen as the first BWF Integrity Ambassadors.** They are five athletes who compete with passion and who take huge pride in playing cleanly and fairly. They represent the integrity of Badminton. Congratulations to our new Integrity Ambassadors and I thank them all for their commitment to this programme.”

Following the presentation of Certificates to the Ambassadors, the players were photographed collectively and individually next to their campaign posters, featuring the core slogan – **I am clean; I am honest; I am Badminton** – or the players’ personal quotes.

**Elaborating on the Integrity Ambassadors’ initiative, BWF Secretary General Thomas Lund said: “We want players to commit to upholding their integrity and thereby that of our sport. It’s an opportunity for them to let the world know what they stand for – that they are clean and honest athletes who love Badminton.**

**“These Ambassadors will speak about the importance of integrity to their peers and engage in various promotional activities with the BWF.”**

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