Play the game... again

In November 2000, media professionals and sports researchers from 52 countries gathered in Copenhagen to discuss issues of vital importance for modern sport.

Doping, corruption, eating disorders, media globalisation, sport in development strategies, the quest for democratic reforms and freedom of expression... these were just a few of the topics covered during "Play the game", the second world conference for media professionals in a globalised sports society.

Some of the world's most prominent sports leaders faced their sharpest critics; young reporters faced their journalistic idols; rich countries faced their poorer neighbours - and in these encounters, sports journalists were given valuable inspiration to their future work.

In this magazine, we invite you to share the inspiration created by "Play the game".

If you want to know more, you'll find in-depth coverage of the whole conference, including full-text version of most papers given there, at www.play-the-game.org

Given the success of creating this new forum for debate on sport, the arrangers are now preparing another conference in November 2002.

At our homepage, you can register for constant updates, meaning you too can be a part of this exciting development in sport. In other words:

We would like to invite you to Play the game again.

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