

EWADA

# Play True Day 2026

Stakeholder Toolkit



*It starts  
with you*



# Celebrate Play True Day!

17 April 2026

## What is Play True Day?

A time for the global anti-doping community to come together and show support for clean sport and Playing True.

## Why celebrate?

Keeping sport fair and clean is a shared responsibility. Play True Day unites our community and celebrates the commitment to protecting the integrity of sport.



# How to get involved

## Use the toolkit assets

Download and share 'Play True – It Starts With You' assets from our website to use on social media (available 17<sup>th</sup> February).

## Take part in the #PlayTrueChallenge

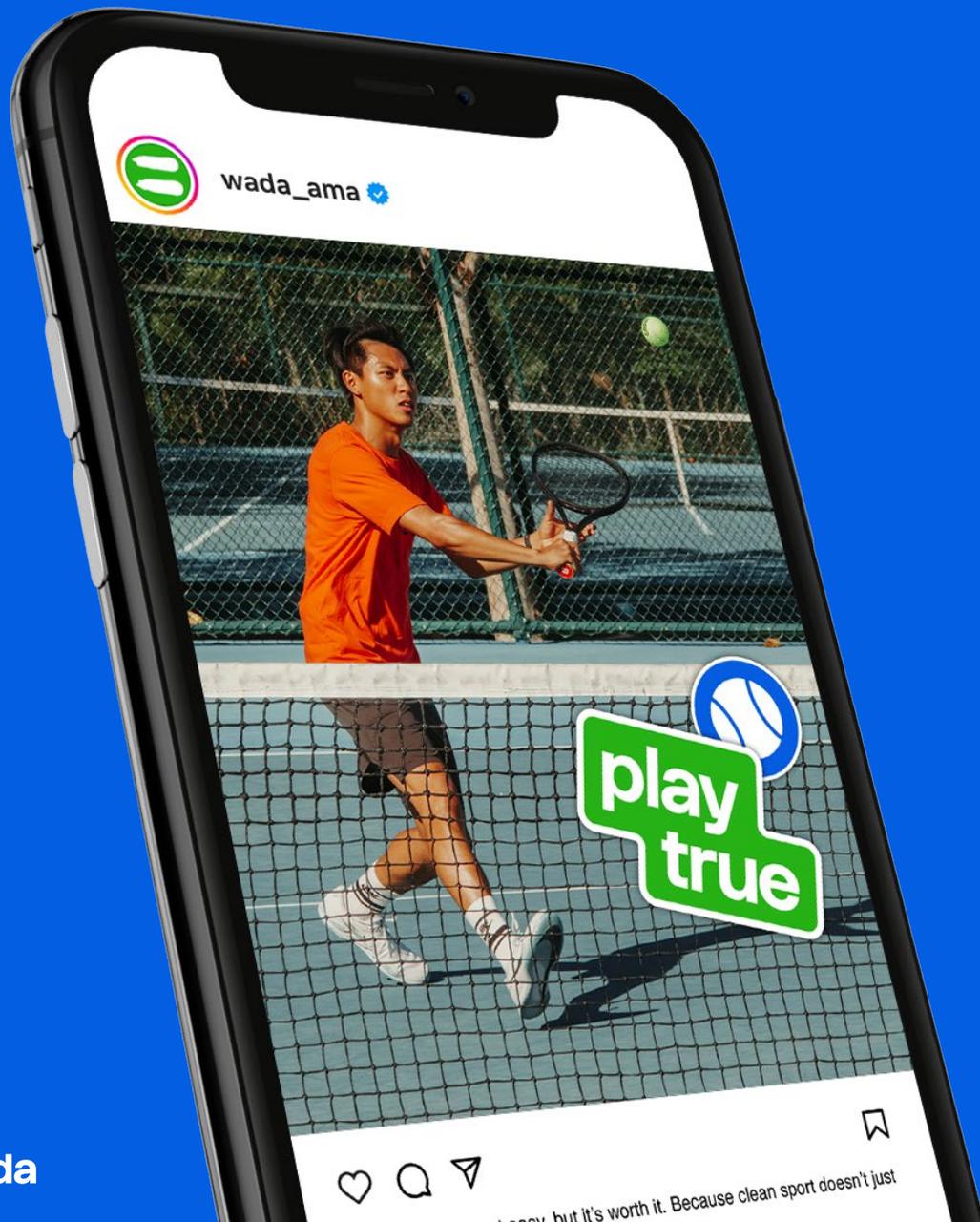
Share a video of your #PlayTrueChallenge attempt in the lead up to Play True Day. Nominate friends and team members to give it a go. Keep an eye on our channels for some Challenge inspiration!

## Rally your community

Tell your community about the 'Play True – It Starts With You' campaign and activations. Share information to encourage them to participate.

## Engage with us

Engage with WADA content on social media pre, during and post Play True Day.



# #PlayTrueChallenge

After an incredible response from the anti-doping community last year, the #PlayTrueChallenge is back for 2026! Same format, same impact.

## What is it?

A 30-second fitness-based challenge that represents the effort, dedication, and responsibility needed to stay true and train clean.

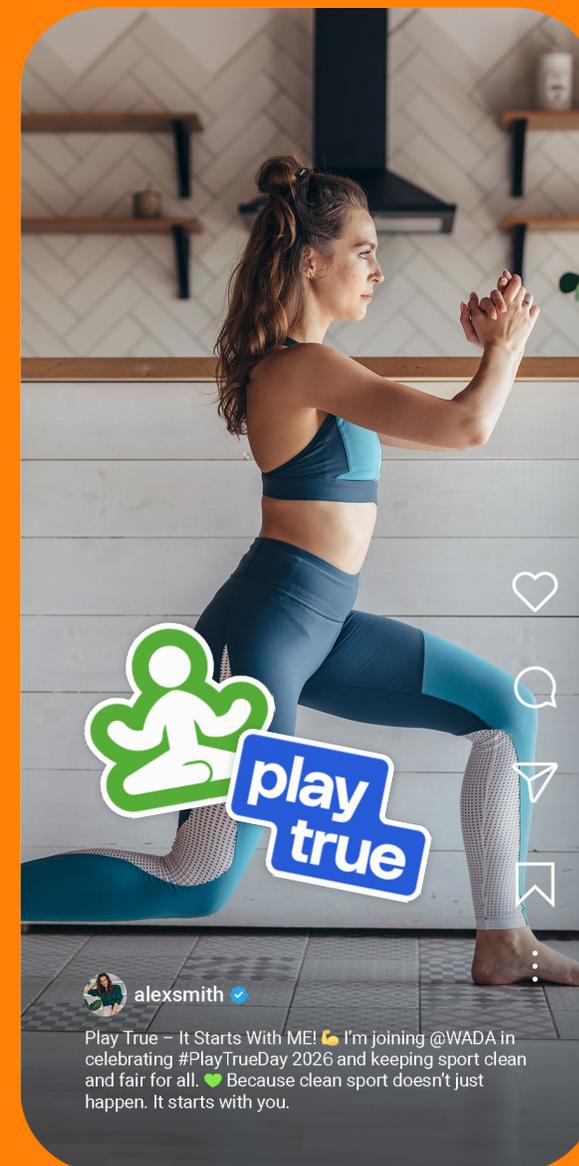
## How it works

1. Record yourself completing as many reps of a sport-related action as you can in 30 seconds.
2. End your video by walking up to camera and saying: "30 seconds for clean sport. Play True. It starts with me."
3. Nominate three friends to join the challenge by tagging them in your caption or calling them out in the video.
4. Share the video on Instagram with the hashtags #PlayTrueChallenge, #PlayTrueDay, and tag @WADA.

Videos can be posted between 17 March – 16 April 2026.

## What is a 'sport-related action'?

Any movement linked to sport or fitness, such as push-ups, squats, or wall balls. Choose something you feel comfortable doing. Keep an eye on the WADA channels for some examples of Challenges you can do.



# Activating the campaign: Your timeline

## Pre Play True Day

**17 February 2026**

### Stakeholder toolkit & WADA content

- Download and read the stakeholder toolkit.
- Share toolkit/info with your community –continue to remind them of the activations.
- Engage with WADA content.

### Play True Day Assets

- Toolkit assets available on our website – download assets (e.g. pledge cards, stickers) to use in Challenge videos or share in the lead up to Play True Day.

## Play True Challenge

**17 March – 16 April 2026**

### #PlayTrueChallenge

- Start sharing your #PlayTrueChallenge videos, GIFs, and other assets on social to generate excitement.

## Play True Day

**17 April 2026**

- Engage with the UGC campaign by sharing your #PlayTrueDay photos.
- Share other toolkit assets (social media assets, stickers) to social media.
- Interact with WADA and the anti-doping community.
- Encourage your community to interact.

## Post Play True Day

**17 April 2026 onwards**

- Engage with post-event content shared by WADA.
- Continue spreading the message of the importance of playing true through available assets.

[ACCESS ASSETS HERE](#)

# Assets available to you

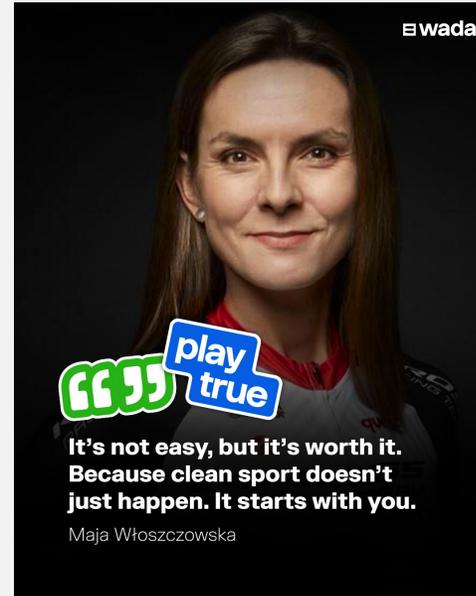
## Social media assets



Launch graphic (4:5)



Pledge graphic (4:5)



Quote card (4:5)



ISWM graphic (4:5)

### Social assets

A variety of assets that can be shared on social media.

### How should you use them?

Download, edit and personalise these assets, then share on social media with the relevant hashtags.

[ACCESS ASSETS HERE](#)

# Assets available to you



## Stickers

Downloadable stickers of key campaign imagery.

## How should you use them?

These can be added to Challenge videos, social media posts, or/and Instagram Stories.

[ACCESS ASSETS HERE](#)

# Messaging

Example messaging you can use throughout the campaign period.

## Core messaging

**Timeline:** 17 February – 17 April 2026+

### Campaign messaging

Play True – It Starts With You

### Campaign tagline

Clean sport doesn't just happen.  
It starts with you.

### Call to action

Pledge your support for clean sport by taking part in the #PlayTrueChallenge and sharing your photos using the #PlayTrueDay hashtag.

## #PlayTrueChallenge

**Timeline:** 17 March – 16 April 2026

### Social media caption

I'm taking on the #PlayTrueChallenge 🦊

30 seconds. Max reps. That's all it takes to show what Playing True means. ❤️

Now it's your turn @[person 1]  
@[person 2] @[person 3].

Because protecting sport is a team effort...  
And it starts with you 🦊

#PlayTrueDay @wada\_ama

## Play True Day

**Timeline:** 17 April 2026

### Social media caption

Play True – It Starts With ME. 🦊

Together with @wada\_ama, I'm celebrating #PlayTrueDay 2026 and the values that keep sport honest and fair. ❤️

Clean sport doesn't happen by chance.  
It starts with you. 🦊

Show your support by sharing a photo of how you play true. 📷

#PlayTrueDay

# Best practice

## Dimensions

Instagram	4x5 (photo); 9x16 (video)
Instagram Stories	9x16 (photo/video)
Facebook	16x9 or 4x5 (photo/video); 9x16 (Reels)
LinkedIn	16x9 or 4x5 (photo/video)
X	16x9 or 4x5 (photo/video)

## Tags

Instagram	@wada_ama
Facebook	@wada.ama
LinkedIn	@World Anti-Doping Agency
X	@wada_ama

## Hashtags

- #PlayTrueDay
- #PlayTrueChallenge





## Contact details

Please don't hesitate to reach out if you have any questions or need more information.

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