

## Intl Association of Sports Newspapers launches website

The International Association of Sports Newspapers (IASN), founded in June 2008, launched its website on Friday, 23 October 2009, which highlights its work in the promotion of the interests and freedom of the sports press and is aimed at media executives, sponsors and the sports press audience at large.



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IASN is dedicated to safeguard ethical and economic interests of sports newspapers; promote role of sports newspapers as marketing tools for sports associated brands; fight against racism and xenophobia sports; promote sports and reading among children; support volunteerism in the sporting world; and promote use of sports as a tool in development policies. Its international secretariat, based in Paris, acts as the sports arm of the World Association of Newspapers and News Publishers (WAN-IFRA).

The founding and board members of IASN include: *La Gazzetta dello Sport* in Italy, *El Mundo Deportivo* and *Marca* in Spain, *L'Equipe* in France, *Olé* in Argentina, and *Lance!* in Brazil. Membership extends to bc sports newspapers and the sports news executives working for the general press.

"We will continue to enhance our website adding new features and to reflect the expanding activities of the Association," said Santi Nolla, the Association's President.

View the website on [www.press-iasn.org](http://www.press-iasn.org).