



Campaigning communications

**For Immediate Release**

### **VERO Supports IAAF World Ambitions**

VERO Communications has been appointed by the International Association of Athletics Federations (IAAF), the governing body of world athletics, to help promote their Athletics World Plan and help devise future communications strategies.

VERO CEO, Mike Lee, will work directly with the IAAF President and his communications team to help highlight the achievements of the governing body in the world development of the sport and its plans for the future.

Commenting on the relationship Lee said: "We are delighted to be working with the IAAF and President Diack. Athletics is the number one Olympic sport with real global reach. There is a desire to continue to grow the sport and reach new heights in participation, TV audiences and commercial backing.

IAAF Communications Director, Nick Davies commented: "We identified VERO as the agency to support a more campaigning approach from the IAAF because of their excellent work within the global business of sport. The experience of Mike Lee and his team is unrivalled and I am looking forward to working closely with them in the coming months as we unveil more of our plans for the future. The IAAF President is ambitious for the further development of the sport and to build new momentum as we head to our centenary in 2012."

-ends-

Notes to Editors:

#### **About VERO**

VERO was established in January 2006 by Mike Lee OBE, former Director of Communications and Public Affairs for London's successful 2012 Olympic bid. It offers a narrative-based and campaigning approach to all internal and external relations and brand building. It has worked with a wide variety of organisations including Castrol, England & Wales Cricket Board, Glasgow 2014, G4S, IAAF, Lawn Tennis Association, Leicester Tigers, Liverpool FC, Metro Denver Sports Commission, Premier Rugby Ltd, Salzburg 2014, Setanta Sports, Siemens, Tour of Britain, UEFA, UK Athletics, UK Sport, Virgin Atlantic, Visit Britain and West Ham United FC.

Visit [www.verocom.co.uk](http://www.verocom.co.uk) for more information.



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## **About IAAF**

The IAAF is the world governing body for the sport of athletics. The IAAF aims to promote the sport of athletics and its ethical values as an educational subject and life affirming and life enhancing activity. The IAAF will encourage participation in athletics throughout the world regardless of age, gender or race.

Visit [www.iaaf.org](http://www.iaaf.org) for more information

## **For Further details please contact**

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