

November 21, 2019

Lausanne, Switzerland

## **ISU launches an inspiring digital fan engagement campaign #UpAgain**

**International Skating Union (ISU) launches #UpAgain – a global digital campaign to connect skating with new audiences, thanks to an emotional and inspiring message.**

#UpAgain is an emotive multi-discipline campaign based on the principle that we must overcome life's challenges to achieve our full potential. The aim is to engage and inspire fans and athletes throughout the 2019/20 season.

The campaign includes the following:

- #UpAgain launches with an inspiring 90-second film narrated by two-time Skating World Champion [Javier Fernández](#).
- The campaign includes a series of #UpAgain Stories in which elite Skaters reveal how they have overcome challenges on and off the ice.
- The campaign will also feature user-generated content (UGC) – the #UpAgain Challenge – inviting fans to share their stories on Instagram and TikTok.

"#UpAgain is our message to all Skaters – whether a beginner looking to stay on their feet or a national champion dreaming of winning gold at Beijing 2022 – to find their inner strength, be persistent and work hard to achieve their dreams. We all have setbacks in training, in competition, and in life, and we all have to get #UpAgain, overcome our fears and challenge ourselves to get better" says ISU President Mr. Jan Dijkema. "We hope the film leaves skating fans with an increased desire to achieve great things on and off the ice."

Narrated by Spanish Figure Skater, two-time World Champion and seven-time European Champion Javier Fernández, the film tells how every top Skater has encountered setbacks to achieve success on the ice.

The #UpAgain campaign will be amplified and sustained across the season through ISU athlete storytelling and campaign assets to engage youth audiences in key territories. ISU worked with London-based digital communications agency [REDTORCH](#) to develop the #UpAgain campaign.

Watch the #UpAgain launch video [HERE!](#)

### **About the International Skating Union**

ISU, founded in 1892, is the oldest governing international winter sport federation recognized by the International Olympic Committee (IOC). It administers the sports of Figure Skating (Single & Pair Skating and Ice Dance), Synchronized Skating, Speed Skating and Short Track Speed Skating. ISU objectives are to regulate, govern, promote and develop its sports on the basis of friendship and mutual understanding between athletes. There are currently three ISU disciplines in the Olympic Winter Games programme (Figure Skating, Speed Skating, Short Track Speed Skating).

For further information visit [www.isu.org](http://www.isu.org)