

**PRESS RELEASE:**

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## **PARTNERSHIP ANNOUNCED BETWEEN IBSF AND WAOS**

Today, the World Academy of Sport (WAoS), the long-term partner of many International Federations, major organisations, and mega events across the international sports sector, has announced that it has formed a new and exciting partnership with the International Bobsleigh and Skeleton Federation (IBSF).

The cooperation between the two organisations will focus mainly on education and training services. WAoS will initially assist IBSF in developing a complete Learning & Development (L&D) framework in order to support all of its 80 member federations. The Censeo Platform will be used to roll out the L&D plan in 2023 through a dedicated learning environment, the IBSF Academy, and distribute content and certify a variety of stakeholders involved in bobsleigh and skeleton, including national federations, coaches, mechanics, and event organisers.

Bobsleigh has been an organised and active sport for over a century and joined the Olympic Games programme at the 1924 Winter Games in Chamonix. Skeleton was an Olympic sport in 1928 and 1948 when St. Moritz hosted the Games and returned as an Olympic discipline for the 2002 Winter Olympics in Salt Lake City. Following decades of growth and success, the partnership between WAoS and IBSF will help IBSF's vision to develop the sports of bobsleigh and skeleton and strengthen its mission to encourage participation in those sports across the world.

Ivo Ferriani, President of the IBSF, says: "Developing bobsleigh and skeleton has always been a priority for IBSF. Education is key and it is now the right time to structure the learning within our sport to provide long-term opportunities for our stakeholders and create a sustainable pathway for our federation. We look forward to working with WAoS and implementing an effective learning plan, along with developing our workforce and stakeholders, certifying them, and sharing unique content with them through our own Academy."

Chris Solly, CEO of WAoS, adds: "We are delighted to have formed this partnership with our colleagues and friends at IBSF and look forward to helping them achieve their vision for bobsleigh and skeleton. There is a lot of potential for IBSF in the near future, and I strongly believe that our collaboration will help them structure their learning and distribute quality content to everyone involved in the world of bobsleigh and skeleton."

-Ends-

## NOTES FOR EDITORS:

### ABOUT THE IBSF:

The International Bobsleigh and Skeleton Federation (IBSF) is the religiously and politically neutral international non-governmental organisation administering the sports of Bobsleigh (including Bob-on-the-Road) and Skeleton. The IBSF, originally the Fédération Internationale de Bobsleigh et de Tobogganing (FIBT), was founded in Paris on the 23<sup>rd</sup> November 1923, by the delegates of Great Britain, France and Switzerland and the representatives of Canada and the United States. The IBSF has 80 members and conducts almost 200 races on three continents: North America, Europa and Asia. The IBSF's headquarter is in Lausanne, Switzerland. For further information visit: <https://www.ibsf.org/>

### ABOUT WAOS

Thought-leader the World Academy of Sport (WAoS), the Education Partner for World Sport, delivers learning programmes for sports and event participants – athletes, managers, administrators, officials and coaches - through a series of tailored educational programmes. For further information visit: <https://istudy.sport/> and <https://worldacademy.sport>

### ABOUT CENSEO

Censeo is a Learning platform developed specific to the needs of the international sectors with a focus on skill acquisition. It was created to support the learning process in any language, culture and location through the opportunities that latest technologies allow, all facilitated through the cloud. For further information visit: <https://censeolearning.com/>