

INTERNATIONAL SKATING UNION

Communication No. 1954

Initiatives and measures for the Promotion of Short Track Speed Skating

In order to attract more spectators and sponsors and create a TV friendly exposure of Short Track Speed Skating Events, the ISU Council supported initiatives presented by the ISU Sports Director Speed Skating and ISU Technical Committee Short Track Speed Skating and decided to adopt the following measures with some of them becoming effective as of the start of the season 2015/16.

1. The use of New Designs for ISU Members racing suits focusing on the identification of the ISU Members (nations)

The ISU Council strongly recommends the implementation of the following provision as of the start of or during the season 2015/16 *and decided that the following provision shall become mandatory as of the start of the season 2016/17:*

- a) Racing suits shall have a design clearly distinguishing the participating ISU Members (nations).
- b) The front and back part of the upper body of the racing suits shall clearly show the national flag. Simple art work will be accepted. For those ISU Members having flags similar to other ISU Members in shape and color (i.e. Netherlands, France, Russia – Italy, Hungary, Bulgaria - Germany, Belgium, etc.) a unique artwork shall be defined showing the national flag on the upper body of the racing suits and using the national colors for the remaining part of the racing suits. If desired, country names may be displayed either in horizontal or vertical layout on the back part of the upper body. This provision does not apply to national team uniforms but is intended for racing suits only. The other principles of Rule 295, paragraph 11 apply.
- c) As stated above, the ISU recommends implementation of the new designs focusing on an identification of the ISU Members (nations) as soon as possible but latest as of the start of the 2016/17 season. For the implementation as of or during the season 2015/16, ISU Members are requested to submit their design proposals to the ISU Secretariat as soon as possible. *For the season 2016/17 when this new provision will become mandatory, ISU Members must submit the proposed designs complying with the principle of focusing on the identification of ISU Members (nations) by July 31, 2016.*
- d) For the approval procedure of such new designs, the provisions of ISU Communication No. 1878, paragraph B. remain in force, namely stating that when an ISU Member intends to acquire new Speed Skating/Short Track Speed Skating uniforms/racing suits (including but not limited to the above-mentioned new designs focusing on the identification of the ISU Members), detailed information about the design and colours must be submitted to the ISU for approval. These ISU Members have the obligation to send to the ISU Secretariat (by email) colour photographs or designs (“pdf” format) of the team uniform/racing suits (skin suit, warming up jacket and zipper trousers, podium and team personnel jacket) as well as all information that could be relevant for the ISU in considering whether or not the design complies with Rule 102,

paragraph 6 b), and whether very similar uniforms/racing suits are already being used by other ISU Members. When sending this information, ISU Members shall indicate whether the submitted design/colour is new or the same as used during precedent season(s). The colour codes of colours used shall be indicated.

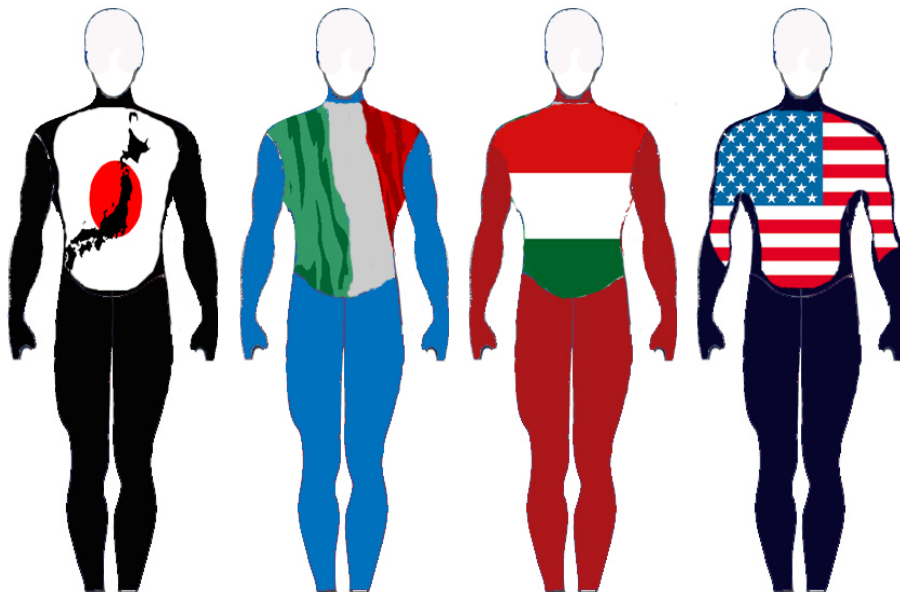
In case of racing suits with similar colours/designs among ISU Members, the ISU Members having presented their proposal first will be given preference.

In case of new uniforms/racing suits and in particular in cases of clashing colours& designs of current uniforms/racing suits, a designated monitoring group appointed by the ISU Council shall examine the submitted design. The conclusions and response of this monitoring group will be limited to the overall design and colour of the uniforms/racing suits, but will in no case comment on or approve the advertisement or trademarks (type, size and the location) which are clearly defined in Rule 102, paragraph 6 b) and for which no interpretation is needed.

The ISU will post the photographs of the ISU Members uniforms/racing suits on its website (<http://www.isu.org>) in the “Extranet Area” allowing ISU Members to check the existing colours/designs of the racing suits of other ISU Members and enabling them to avoid ordering similar racing suits of the same colour/design.

- e) For advertising markings, trademarks, logos or other distinguishing signs (“markings”) Rule 102, paragraph 6.b) and all relevant provisions of ISU Communications (No. 1265, No. 1878) not in conflict with the above-mentioned provisions, remain in force.

Indicative example for new racing suits focusing on the identity of the ISU Members (nations):



Japan

Italy

Hungary

USA

2. Personalized Helmets

As of the start of the season 2016/17, under condition that Rule 295, paragraph 12 a) will be amended accordingly by the ISU Congress 2016, the following shall apply:

In order to identify the Skaters within the teams during races and present the personality and character of each Skater, personalized designs and artworks on the Short Track Speed Skating helmets may be used.

- a) During ISU Events, starting with the season 2016/17, no helmet covers will be used.
- b) Skaters are allowed to use unique designs and artworks on their personal Short Track Speed Skating helmets.
- c) If standard colors are used (i.e. no unique design/artwork), the Members shall assign a different color to each Skater forming their team.
- d) ISU Members are requested to submit to the ISU Secretariat the artworks and designs for approval considering the following limitations:
 - i. The Short Track Speed Skating helmets must respect the safety standard and shape in accordance with ISU Statutes.
 - ii. No obscene or provocative designs and artworks may be used on Short Track Speed Skating helmets.
 - iii. The designs and artworks shall not include or refer to, in any way, to criminal, racist or religious symbols.
 - iv. No fluorescent colors may be used.
 - v. The designs and artworks shall not use colors and/or patterns that are clearly referring to sponsor logos or sponsor patterns/artworks.
 - vi. The designs and artworks on a Short Track Speed Skating helmets may include national country flags.
 - vii. No personal sponsor logos and advertising markings are allowed on Short Track Speed Skating helmets.
 - viii. An area of 32 cm² on the front part of the Short Track helmets shall be left free for ISU sponsor logos. This area can also be visible by using a 32cm² white sticker.
 - ix. Special reference is made to Rule 102 paragraph 6.b), ii) concerning the helmets manufacturers trademark which cannot exceed the twenty (20) cm².

The ISU will approve, at its sole discretion, the personalized helmet designs and artworks. No appeal or protest will be accepted. The same approval procedure as for the uniforms/racings suits as outlined in paragraph 1.e) above applies. Approvals might in exceptional cases be given on site of the ISU Events by the ISU Sports Director Speed Skating (if present) or alternatively the Representative of the ISU Short Track Technical Committee. In case no approval is given, the concerned design/artwork will be partly or fully covered with a tape. The ISU does not accept responsibility for damages incurred when taping/covering the design/artwork on the helmet.

3. Use of Dedicated Helmet Numbers

As of the start of the season 2015/16, the following shall apply:

- a) Dedicated helmet numbers will be used as of the start of the 2015/16 season in all ISU Events (ISU Championships and ISU World Cups Short Track but excluding the ISU World Junior Short Track Speed Skating Championships) and the subsequent seasons.
- b) These dedicated helmet numbers will be assigned based on the overall results of the 2015 ISU World Short Track Speed Skating Championships starting with number 1 (one) for the World Short Track Speed Skating Champion Ladies and Men continuing with progressive numbering until the last listed Skater.
- c) For all Skaters that did not participate in the individual races of the 2015 ISU World Short Track Speed Skating Championships, the 1000m overall World Cup Classification of the 2014/15 ISU World Cup Short Track Speed Skating will be taken into account.
- d) Skaters who did not participate in any ISU World Cup Competition and/or ISU World Championships or have been newly entered in ISU Events will receive the next available numbers after the numbers already assigned. This provision will not apply for the ISU World Junior Short Track Speed Skating Championships.
- e) The same principle as in the above paragraph b), c) and d) will apply for the subsequent skating seasons.
- f) These numbers will be provided based on the below list at ISU Events. After each season and based on the overall results of the ISU World Short Track Speed Skating Championships and the ISU World Cup Short Track Competitions, new numbers will be assigned for the following season according to the above provisions.

Ladies

Men

<u>No.</u>	<u>Skaters' Name</u>	<u>ISU Member</u>	<u>No.</u>	<u>Skaters' Name</u>	<u>ISU Member</u>
1	CHOI Minjeong	KOR	1	KNEGT Sjinkie	NED
2	FONTANA Arianna	ITA	2	PARK Se Yeong	KOR
3	SHIM Suk Hee	KOR	3	WU Dajing	CHN
4	CHRISTIE Elise	GBR	4	HAMELIN Charles	CAN
5	FAN Kexin	CHN	5	ELISTRATOV Semen	RUS
6	KIM Alang	KOR	6	LIU Shaolin Sandor	HUN
7	BOUTIN Kim	CAN	7	SHI Jingnan	CHN
8	PROSVIRNOVA Sofia	RUS	8	HAN Tianyu	CHN
9	TAO Jiaying	CHN	9	AN Victor	RUS
10	HAN Yutong	CHN	10	SIN Da Woon	KOR
11	ST-GELAIS Marianne	CAN	11	SEO Yi Ra	KOR
12	SEREIKAITE Agne	LTU	12	BREEUWSMA Daan	NED
13	BRADETTE Kasandra	CAN	13	PUKITIS Roberto	LAT
14	KIKUCHI Moemi	JPN	14	KNOCH Viktor	HUN
15	PIERON Véronique	FRA	15	YOKOYAMA Hiroki	JPN
16	SMITH Jessica	USA	16	WHELBOURNE Jack	GBR
17	ZAKHAROVA Evgeniya	RUS	17	ELEY Jon	GBR

18	DE VRIES Rianne	NED	18	LEPAPE Sébastien	FRA
19	VIVIANI Elena	ITA	19	GIRARD Samuel	CAN
20	VAN RUIJVEN Lara	NED	20	VAN DER WART Freek	NED
21	SAKAI Yui	JPN	21	CONFORTOLA Yuri	ITA
22	JASZAPATI Petra	HUN	22	KRUEGER John-Henry	USA
23	HEIDUM Bernadett	HUN	23	FAUCONNET Thibaut	FRA
24	MANOILOVA Katrin	BUL	24	DUFFY Patrick	CAN
25	SEJPALOVA Michaela	CZE	25	ZHUMAGAZIYEV Nurbergen	KAZ
26	GILMARTIN Charlotte	GBR	26	DOTTI Tommaso	ITA
27	WALTER Bianca	GER	27	MIGUNOV Dmitry	RUS
28	MALISZEWSKA Patrycja	POL	28	CARROLL Keith	USA
29	PORUBSKA Alica	SVK	29	SAKURAI Yuma	JPN
30	VAN KERKHOF Yara	NED	30	NIKISHA Denis	KAZ
31	HUOT MARCHAND Tifany	FRA	31	KROEGER Torsten	GER
32	GOETZ Kimberly	USA	32	JUNG Hyun Woo (Andy)	AUS
33	KORINCHUK Olena	UKR	33	BODA Pierre	AUS
34	KRESTOVA Anastassiya	KAZ	34	VOSTE Mathias	BEL
35	BURIC Katarina	CRO	35	POLTAVETS Dmytro	UKR
36	TIKHONOVA Olga	KAZ	36	YARDIMCI Firat	TUR
37	ZAHARIEVA Raya	BUL	37	SIARHEYU Maksim	BLR
38	VLASOVA Safiya	UKR	38	KOLENC Martin	CRO
39	KRIEVANE Evita	LAT	39	NG Lucas	SIN
40	SEIDEL Anna	GER	40	GEORGIEV Dimitar	BUL
41	WANG Xinyue	HKG	41	LIFYRENKO Serhiy	UKR
42	NOVOTNA Katerina	CZE	42	CHEN Dequan	CHN
43	TSAULIKA Natallia	BLR	43	ZAKHAROV Ruslan	RUS
44	MALTAIS Valérie	CAN	44	GRIGOREV Vladimir	RUS
45	GUO Yihan	CHN	45	KWAK Yoon-Gy	KOR
46	BELANGER Genève	CAN	46	HAN Seungsoo	KOR
47	JEON Ji-Soo	KOR	47	BASTILLE Guillaume	CAN
48	KONSTANTINOVA Ekaterina	RUS	48	LIU Shaoang	HUN
49	LOCKETT Deanna	AUS	49	LEE Jung-Su	KOR
50	LEE Eun-Byul	KOR	50	ILTIR Serdar	TUR
51	WANG Xue	CHN	51	GAUTHIER Yoan	CAN
52	MALAGICH Emina	RUS	52	DE LAAT Itzhak	NED
53	LI Hongshuang	CHN	53	PIVIROTTA Ryan	USA
54	KIM Juyoung	KOR	54	KRUEGER Cole	USA
55	NOH Do Hee	KOR	55	LEE Han-Bin	KOR
56	STRELKOVA Ekaterina	RUS	56	JEAN Olivier	CAN
57	ZHOU Yang	CHN	57	CHEN Guang	CHN
58	LIN Yue	CHN	58	SAKAZUME Ryosuke	JPN
59	SCOTT Emily	USA	59	OGURO Yoshiaki	JPN
60	KESZLER Andrea	HUN	60	MURATAKE Hironobu	JPN
61	PERETTI Lucia	ITA	61	YU Jiyang	CHN
62	SAITO Hitomi	JPN	62	NAVARRO Tristan	FRA
63	KIKUCHI Yuki	JPN	63	EYBOG Daniil	RUS
64	WOJCIK Marta	POL	64	BYKANOV Vladislav	ISR
65	HARRIS-GAUTHIER Namasthee	CAN	65	ZHANG Hongchao	CHN
66	GERVAIS Joanie	CAN	66	KIM Yun-Jae	KOR

67	YAMAURA Miwako	JPN	67	VISCARDI Davide	ITA
68	HIRAI Ami	JPN	68	YETISKEN Necmettin Berk	TUR
69	VALCEPINA Arianna	ITA	69	SCHUBERT Christoph	GER
70	KOIKE Yuna	JPN	70	MURATAKE Takayuki	JPN
71	WARAKOMSKA Magdalena	POL	71	AZHGALIYEV Abzal	KAZ
72	CHEN Jacqueline	USA	72	SAITO Kei	JPN
73	BACSKAI Sara Luca	HUN	73	KURGINYAN Vyacheslav	RUS
74	TOMBOLATO Federica	ITA	74	CASSINELLI Andrea	ITA
75	FREDERICK Tamara	USA	75	SAKASHITA Satoshi	JPN
76	MALISZEWSKA Natralia	POL	76	ZHAXYBAYEV Mersaid	KAZ
77	KANG Jihee	KOR	77	SULEYMENOV Kuandyk	KAZ
78	NANRI Toko	JPN	78	CALLISTER Adam	USA
79	RALSTON Katherine	USA	79	RODIGARI Nicola	ITA
80	YOSHIDA Marie	JPN	80	JEANNE Vincent	FRA
81	SCHULTING Suzanne	NED	81	MULLARKEY Casey	USA
82	MONVOISIN Aurélie	FRA	82	CROLET Thibault	FRA
83	KIKUCHI Sumire	JPN	83	GOEMINNE Gert-Jan	BEL
84	MILESI Louise	FRA	84	HAKKENBERG Koen	NED
85	TOTA Ylenia	ITA	85	SHOEBRIDGE Richard	GBR
86	KONYA Zsofia	HUN	86	STANLEY Paul	GBR
87	GAWLICA Oliwia	POL	87	BELANGER-MARCEAU Samuel	CAN
88	NAGAY Anita	KAZ	88	AYRAPETYAN Denis	RUS
89	LAJTOS Szandra	HUN	89	DESMET Stijn	BEL
90	SHMYR Courtney	CAN	90	YOO Soo An	USA
91	BURKHOLDER Lexi	USA	91	OLAH Bence	HUN
92	EZZI Ranya	SWE	92	MATSUDAIRA Kazuya	JPN
93	NAKANO Ayame	JPN	93	STRELKOV Eduard	RUS
94	VANKOVA Petra	CZE	94	BERES Bence	HUN
95	TALAYEVA Volha	BLR	95	GURINI Massimo	ITA
96	DOLGOPOLOVA Mariya	UKR	96	CHEETHAM Joshua	GBR
97	CHIN Ashley Sook Hui	MAS	97	EREN Inan	TUR
98	KUNCIROVA Michaela	CZE	98	HENRY Nathaniel	AUS
99	TSARYKAVA Liudmila	BLR	99	KAUFMANN-LUDWIG Jonas	GER
			100	MASSON Jeremy	FRA
			101	KROEGER Hannes	GER
			102	ALMEY Jens	BEL
			103	SIMMS Billy	GBR
			104	KIKUCHI Teppei	JPN
			105	XU Hongzhi	CHN
			106	BURJAN Csaba	HUN
			107	GRYCNER Rafal	POL
			108	AKIMOTO Kota	JPN
			109	LAZENBY Armstrong	AUS
			110	PRINSEN Mark	NED
			111	EREN Menderes	TUR
			112	POWERS Jake	USA
			113	REBIK Yevgeniy	KAZ
			114	TANRIKULU Selim	TUR
			115	BIGGS Zachary	NZL

116	HAMELIN François	CAN
117	BEAUCHAMP Paul	FRA
118	PETRE Ward	BEL
119	RYZHOU Yauheni	BLR
120	CHATAIGNIER Maxime	FRA
121	KAZHGALI Nurtilek	KAZ
122	ARADHYA Akash	IND
123	ZETSCHÉ Daniel	GER
124	VARNYU alex	HUN
125	WILCZYK Szymon	POL
126	GITESH KARAMCHAND Vaidya	IND
127	MELINE Thibaut	FRA
128	JARDEN Christopher	NZL
129	TSANKOV Tsvetan	BUL
130	KIKUCHI Kota	JPN
131	KOZLOV Artem	RUS
132	CLAGUE Jason	NZL
133	RAGHAVENDRA V. Gundmi	IND
134	MOHAMAD FADZLI Mohamad A.R.	MAS
135	ZASTRUGOV Daniel	BUL
136	SUBIN Yonaton Spencer	ISR
137	GEORGIEV Dimitar	BUL
138	CAVALLI José	SUI
139	SUH Fabrice	SWE
140	KAMIENSKI Wojciech	POL
141	SNELLINK Adwin	NED
142	SOKOLOV Mykyta	UKR
143	OMELCHENKO Stanislav	UKR
144	BACKSTROM Max	LUX
145	NASRI Klaudio	BUL

4. Enforcement of Rule 102, paragraph 6 – Advertising marking/manufacturer trademarks Skaters uniforms/racing suits, helmets and other equipment

The provisions of ISU Communication No. 1878, paragraph C remain in force and apply also to the above-mentioned new provisions relating to the Short Track Speed Skating racing suits and helmets designs and numbering.

The ISU Council herewith reiterates that ISU Members are responsible to ensure compliance of their Skaters with the ISU Regulations relating to trademarks as defined in Rule 102, paragraph 6 and as well as Communication No. 1265& 1878. The Council decided that non-compliance with these provisions will engender the following consequences:

- a) If the non-compliance is being detected on site of a competition before the start or in between segments/races of a competition, the concerned Skater(s) may start or continue the participation in the competition (including practice/training sessions) only if the cause for non-compliance has been removed, for example by covering the relevant advertising markings/manufacturer trademarks with a tape or by changing the uniform/racing suit. The relevant decision will be taken by the ISU Representative (for ISU Championships) or the Representative of the Technical Committee (for ISU World Cups) or the Referee for International Competitions.
- b) In case of evidence for non-compliance, regardless whether the Skater was able to compete or not as per sub-paragraph a) above, a warning will be issued to the ISU Member of the concerned Skater(s) and a penalty fine of CHF 1'000 per Skater concerned will be imposed upon the ISU Member.
- c) Skaters of ISU Members having been subject to paragraph b) above will not be allowed to participate in subsequent ISU Events or International Competitions until the ISU Representative (if assigned/present) or the Representative of the Technical Committee (in absence of an ISU Representative) or the Referee for International Competitions in attendance at such subsequent competition(s) ascertains that the Skater(s) uniform/racing suit/equipment is in compliance with the ISU General Regulations and ISU Communications.

5. Promotion and Initiatives with Top Level Skaters

The ISU intends to select up to a maximum of 10 Men and 10 Ladies top Skaters in order to involve them in different projects for the promotion of Short Track Speed Skating. These projects may include sport specific videos, presentation videos, press conferences and other initiatives. The selection is being done by the ISU Sports Director Speed Skating and the ISU Short Track Speed Skating Technical Committee in consultation with the ISU PR/Media Coordinator based on the Skaters results, personality and communication skills. Upon identification, the ISU Secretariat will contact the ISU Members concerned for further detailed information and mutual cooperation. Given the joint interest of the ISU, its Members and its Skaters in a promotion of the sport of Short Track Speed Skating, the ISU counts on the ISU Members and Skaters active participation. It is understood that no remuneration will be paid to the concerned Skaters.

Milano,
July 28, 2015
Lausanne,

Ottavio Cinquanta, President

Fredi Schmid, DirectorGeneral