

February 22, 2021

Lausanne, Switzerland

This is #UpAgain

This season the campaign evolves into [This is #UpAgain](#). Athletes celebrate life back on the ice, share how they stay strong and have the opportunity to thank those who supported them through tough times.

The International Skating Union (ISU) [launched the #UpAgain campaign](#) in November 2019, an emotional and inspiring campaign based on one simple principle: we must overcome life's challenges to achieve our full potential. The campaign took a greater meaning as we faced one of the biggest challenges humankind has encountered in decades, the COVID-19 pandemic.

Although 2021 has not taken the positive turn everyone was hoping for yet, there will still be plenty to look forward to this year. The ISU will shortly launch the #UpAgain Show, a new monthly show which will be aired on the [Skating ISU YouTube Channel](#). Host and TV Presenter, [Elma Smit](#), will welcome some of the world's greatest ice-skating stars and will deep dive into their extraordinary stories. Athletes are incredibly inspiring and will share tips and take part in some fun games you don't want to miss! They will also be putting fans to the test, by throwing a few challenges their way.

A #UpAgain documentary series will give fans a closer insight into the return of International Competitions. Available in "avant premiere" through the ISU Newsletter, the series will be released at the end of the season giving fans exclusive behind the scenes access to what it feels like for the athletes to get back to competing on international ice, to train, relax and even get to socialize at Speed Skating, Short Track and Figure Skating events. So don't forget to sign up to the newsletter [here!](#)

Catch up with last season's #UpAgain initiatives

Figure Skating athletes and fitness enthusiasts stayed in shape with the online ISU Figure Skating training sessions, which you can still take part in. Hosted by top coaches, choreographers and other Figure Skating professionals from a selected number of ISU Centers of Excellence, all sessions are available on the [Skating ISU YouTube Channel](#).

Additionally, the ISU shared several #UpAgain stories which showcased how some of the world's best Skaters beat adversity and there will be more to come. Visit [ISU.ORG/UpAgain](#) for more information.

Subscribe to the [ISU Newsletter](#) to receive the latest information from the ISU and you can also subscribe to the [Skating ISU YouTube Channel](#) to receive notifications when live streams or new videos are published.

Stay connected with the ISU Social Media:

YouTube: [Skating ISU](#)

IG: [@ISUFigureSkating](#) / [@ISUSpeedSkating](#)

Facebook: [@ISUFigureSkating](#) / [@ISUSpeedSkating](#) / [@ISUShortTrackSpeedSkating](#)

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Follow the conversation with #UpAgain

About the International Skating Union

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