



4 November 2021  
Lausanne, Switzerland

Dear Athletes, Dear Rowing friends,

We are sad and disappointed to have to write this to our community, after the social media posts from Norwegian rower Kjetil Borch, posted on Instagram on November 1. The World Rowing Athletes Commission feel that it is his duty to inform our community how involved and supportive the Chair of the Athletes Commission have been in these processes and discussions, since the initial warnings were given due to violations of the advertising rules.

As you would have read in the World Rowing Executive Committee statement, we have done our best to discuss the issues directly and collaboratively with Kjetil Borch and the Norwegian Rowing Federation. Kjetil is a good friend of the Chair of the World Rowing Athletes Commission and it is a shame that Kjetil felt that he had to choose this way to address these issues through social media, after the many discussions between both of them.

Athletes have rights but we also have responsibilities – one of these key responsibilities is to comply with the rules of the competition, of the sport and the sporting organisation. We all agree to follow the rules when participating at the highest level, formally through the Rower's commitment form but also by following the spirit of the rules to compete fairly and equally.

In this situation, the rules were violated on multiple occasions, despite some official, and unofficial, warnings. We, as elite athletes, should be the role models for our sport, and for the rowers of tomorrow.

We truly believe that athletes and their interests are integral to the sport of Rowing. The World Rowing Athletes Commission's purpose is to act as a liaison between World Rowing and the elite athlete community concerning any issues affecting the sport of Rowing. We are here to support our community of rowers around the world and aim continuously to position ourselves as an effective communication mechanism between athletes and World Rowing, and between athletes and the wider sporting community.

The AC are here to work collaboratively with the rowing community to address issues and find solutions that can be for the benefit of rowers, and rowing in general. We are here to support and work together on the issues that rowers face while competing at the highest level. We will continue to support rowers at all times, at all levels. We are open to discuss all matters, happy to have feedback on the work of World Rowing or on other issues you may face, and be your voice in World Rowing's decision-making process. That way we can work together to make our sport the best it can be. Because this is your sport. This is our sport.

Sincerely,

The World Rowing Athletes Commission  
Frida Svensson, Chair