



Press Release

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**AIG Global Partner New Zealand Rugby launches
All Blacks Coaching Clinics to develop Japanese Rugby**

TOKYO, September 20, 2017 - AIG Japan Holdings KK (AIG Japan) has announced it will sponsor the All Blacks Coaching Clinics*, a new project started by AIG global partner New Zealand Rugby (NZR) to encourage the development of rugby in Japan.

The All Blacks Coaching Clinics are targeted at three different groups:

- Tag rugby clinics for elementary school boys and girls
- Rugby coaching for high school students
- All Blacks Coaching Clinic for rugby coaches.

At the clinics, experienced New Zealand coaches with NZR certification will share the insights and know-how that make the All Blacks the world's number one rugby team with anyone involved in rugby, from children to coaches. NZR's aim in holding the coaching clinics is to assist in the development of rugby in Japan, increase the sport's visibility, and improve the technical ability of coaches and players.

Starting at the end of September, the first All Blacks Coaching Clinic will be held in Oita Prefecture. Oita is actively working to promote rugby and is one of the venues for the 2019 Rugby World Cup, which will be held in Japan. Oita experienced significant damage from the heavy rains that fell across Northern Kyushu in July and some residents are still living in evacuation shelters. As a way of supporting the area's recovery, while also contributing to the popularization and growth of rugby in Oita, the coaching clinics will launch there and be held at a total of twelve locations in the prefecture.

As major global sponsor of the All Blacks and Official Insurance Partner of NZR, AIG has worked with NZR since 2012 to extend rugby's global reach, including working together on a variety of initiatives to promote and grow the sport of rugby in Japan. As a grassroots partner of the Japan Rugby Football Union (JRFU), AIG Japan's efforts include holding a nationwide Tag Rugby Tour, as well as being a referee jersey sponsor.

In addition to sponsorship and grassroots initiatives, AIG Japan's ACTIVE CARE concept extends to the playing field and includes communicating the importance of preparation when playing rugby and sports in general and highlights injury prevention techniques that players can adopt to protect themselves and other players, prevent accidents, and save lives.

* Adidas Japan and Air New Zealand are also sponsors of All Blacks Coaching Clinics.



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