



For Immediate Release

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-Event Report-

AIG Presents Baseball Clinic with Norichika Aoki of the Houston Astros for Musashi-Fuchu League, Little League Winners of the ‘MLB Cup 2016’

TOKYO, January 23, 2017 – AIG Japan Holdings KK (AIG Japan) is a special partner of the MLB Cup, a Little League baseball tournament established in 2016. On Saturday January 21, the winners of last year’s tournament, Musashi-Fuchu League, were treated to a special one-day lesson with their hero, Houston Astros outfielder Norichika Aoki. With support from MLB Japan and Mr. Aoki, the day’s activities included a stretching program for the young players, in line with AIG Japan’s “ACTIVE CARE” concept.



The MLB Cup was established in 2016 and is a tournament for Little League teams (4th to 5th grade elementary school children) from all over Japan. The 2016 finals tournament was held in Ishinomaki city, Miyagi Prefecture, where Tokyo’s Musashi-Fuchu League became the inaugural winners of the tournament.

The baseball clinic held on January 21 started with a series of stretches for injury prevention based on AIG Japan’s ACTIVE CARE concept to prepare the young players for the day’s activities. ACTIVE CARE is AIG’s group wide commitment to delivering a total customer experience that helps customers mitigate risk instead of just dealing with the consequences of adverse events.

The Little League players were able to learn stretching techniques from MLB star Norichika Aoki, who spoke of the importance of preparation and being aware of potential risks. After stretching, Aoki led the players through batting practice and other skills, and the children then played team games in what proved to be an unforgettable day for all involved.

Aoki had this to say about the importance of preventing injury in sport, “Daily preparation is important for the prevention of injuries. At a young age it’s important to do exercises to strengthen your core muscles and build flexibility.”

The 2017 MLB Cup will be held at the Ishinomaki Sports Park Baseball Field from July 28 to 30.

Event Details:

Date : Jan 21, 2017

Venue : Musashi-Fuchu League Grounds

Participants : 70 children from the Musashi-Fuchu League

Guest : Norichika Aoki of the Houston Astros



Stretching for injury prevention



Stretching for injury prevention



Norichika Aoki and Musashi-Fuchu League players



Norichika Aoki and Musashi-Fuchu League players



Norichika Aoki instructing Little Leaguers



Norichika Aoki instructing Little Leaguers

About Major League Baseball:

Major League Baseball Japan (MLB JAPAN) is one of the overseas branches of Major League Baseball International (MLBI based in New York State, USA) which aims to spread baseball throughout the world and to increase and grow the presence of the MLB brand across the world. MLB Japan's activities include sponsorship and events held in Japan.

About the Japan Little League Baseball Association:

Little League began over 75 years ago in 1939 in Pennsylvania. The organization now includes more than 2.7 million players in 105 countries around the world. Activities in Japan began around 1955 with 5 to 6 teams in and around the Tokyo area. The Japan Little League Baseball Association became an official public interest incorporated foundation in 2012 with 20,000 players across the country in 270 teams across 12 leagues in the country. It is Japan's largest baseball association for boys and girls. In 2016, the association celebrated the 50th anniversary of the Japan National Championship for 11 to 12 year olds, with the winning team advancing to represent Japan at the World Championships. Teams from Japan have won the World Title 9 times now, and Japan is proving to be a major player on the world stage.

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