

## Manchester United and Kagome Expand Tsunami Aid Projects

Written by Australian Business

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TOKYO, JAPAN-- [Media Outreach](#) --11th March 2014-- [Manchester United](#) and Kagome, the Club's Official Partner in Japan, have extended their tsunami aid efforts in Japan.

Following the devastating tsunami in 2011, Kagome aims to use the power of football and Manchester United to raise awareness and aid the regeneration of the Tohoku region.

Kagome have launched the second year of the Kagome Regeneration Challenge -- a soccer schools project in conjunction with Manchester United that focuses on children living in areas affected by the tsunami.

The next phase of the programme runs from 28th March to 3rd April 2014 with soccer camps in Fukushima, Miyagi and Iwate. United Legend Andrew Cole will be in attendance at each session to help the children with their football skills. Over 300 children from the Tohoku region will take part in this year's events.

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Kagome and Manchester United are also launching the Onokun Doll Project. The United first team have donated their match socks that will be crafted into dolls to be sold to raise money for the Onokun community.

Jamie Reigle, Manchester United Manager Director for Asia Pacific, said: "Kagome's commitment to aid efforts in the tsunami-affected areas of Japan is the primary reason Manchester United chose to partner with Kagome. The Kagome Regeneration Challenge activities not only serve to raise awareness of the continued challenges facing the people of Tohoku, they leverage the power of football to provide the region's children with unique experiences that they will remember forever. Manchester United is proud to be associated with Kagome's initiatives and hopes that the club can serve as a source of inspiration for the people of Tohoku."

Mr. Koshino, Kagome GM of Corporate Communication, said: "It has been three years since the tsunami, however the regeneration of the stricken Tohoku area is ongoing."

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"There are still temporary houses in school grounds and parks, and there are also many children who are not able to play outside to their hearts' content physically and mentally.

"We strongly believe that the continuous support by Manchester United for those children will become 'the power for the Tohoku stricken area to regenerate' and 'the power to remember the Tohoku stricken area' for the people all over Japan and the world."

For more information visit <http://kagome-cp.jp/manutd/poster.pdf>

Company Logo

<http://release.media-outreach.com/release.php/Images/471>

About Manchester United Manchester United is one of the most popular and successful sports teams in the world, playing one of the most popular

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spectator sports on Earth. Through our 136-year heritage we have won 62 trophies, enabling us to develop the world's leading sports brand and a global community of 659 million followers. Our large, passionate community provides Manchester United with a worldwide platform to generate significant revenue from multiple sources, including sponsorship, merchandising, product licensing, new media & mobile, broadcasting and match day.