

August 23rd, 2024

To all members of the Press

## **Massov Announced as Official Sponsor of Flag Football Japan Teams**

The Japan American Football Association is proud to announce that Massov, a U.S.-based sporting goods and sports apparel company, has been named the official sponsor of the Japanese men's and women's national flag football teams. These teams will be competing in the World Flag Football Championships in Finland starting on August 27th. As part of the sponsorship, Massov will provide gloves and headbands for both the men's and women's teams.

The gloves feature a unique design with depictions of the Wind God and Thunder God on the palms. The left glove is blue and white, representing the colors of the host country, Finnish national flag, while the right glove is red and white, symbolizing Japan's flag. This design celebrates the friendship between the two nations. The headband is white with a red Massov logo, name, and the Japan national team's emblem. Additionally, Massov's logo will appear on the upper left back of Japan's home and away uniforms. Please see the attached sheet for images of the uniforms worn.

(Note: "Massov" is pronounced "Massive")



### **■Comment from MASSOV CEO, Shane Stern**

We are very honored that Massov will be the official sponsor of the Japanese National Flag Football Team (Team Japan) that will compete in the World Flag Football Championships in Finland starting August 24, 2024. The originally designed glove that Massov will provide to Team Japan will feature the motif of the Wind God and Thunder God, combining Japanese tradition with the strength of the athletes. As a startup, we feel that we have much in common with the venture spirit of Flag Football, the up-and-coming new sport. We sincerely support the challenge of the athletes, who have set the 2028 Olympics as one of their major goals. We hope that the provision of our gloves and headbands will lead to further success for the athletes, and we look forward to their success in the Championships. Go Team Japan!

### **■About Massov**

Massov is an up-and-coming sports brand founded in Los Angeles, USA in 2020 to be a game changer for athletes worldwide. Its mission is to create athletic apparel and accessories that push the boundaries of sports performance through cutting-edge technology and innovative materials, enabling athletes to achieve even greater heights. The company's main products are American football gloves, which are certified by SFIA for NFHS/ NCAA American Football play. Massov is the official partner for AFFL and NAIA.

Massov Official Website: <https://massovathletics.com/>

【Gloves】



【Headbands】



【Flag Football Japan Team】



【Uniforms】

