

Sompo Japan x NOBY

On the release of a video, “Dance to Make you Run Faster with NOBY,” and its expansion to school education program

June 25, 2021

Osaka Gas Co., Ltd.

Osaka Gas Co., Ltd. (President: Masataka Fujiwara, hereinafter “Osaka Gas”), in support of part two of the “SOMPO Dance Project,” ^{*1} organized by Sompo Japan Insurance Inc. (President and Chief Executive officer: Keiji Nishizawa, hereinafter “Sompo Japan”), will release the dance video “Dance to Make you Run Faster with NOBY”^{*2} on June 25, 2021. This video adds some elements of NOBY Exercise and the NOBY Program, which are carried out at NOBY T&F CLUB (hereinafter NOBY), a track-and-field sports club run by our employee, Nobuharu Asahara. We are examining its future expansion for school education.

Since April 2010, NOBY has worked for healthy youth development and the raising of top athletes of the next generation as a part of the Daigas Group’s social contribution Activities. These days, children have fewer chances to exercise outdoors, mainly due to the new coronavirus, so there is concern that they have lost strength. This time, we have developed the new video “Dance to Make you Run Faster with NOBY,” which allows children to enjoy exercise even indoors. We expect the video to bring out children’s vitality, improve their sense of being not good at exercise and provide a chance to find the pleasure of sports.

In recent years, elementary and junior high schools have a compulsory subject involving expressive exercise, such as dance, but it poses a challenge because it is difficult to teach dance in class. In the past, NOBY carried out an enjoyable exercise program in schools that involved effective muscle strength and body core training for running. Adding the elements of the video, in the future, we would like to offer schools a new program instructed by a NOBY coach or NSSA dancing instructor.

Osaka Gas will try to vitalize local communities and foster the next generation to contribute to realization of life and business coping under the New Normal.

*1 The SOMPO Dance Project is carried out by Sompo Japan, cooperating with the Nippon Street Dance Studio Association (Representative Director: Kenichi Yoshida, hereinafter NSSA). The NSSA is a public service corporation under the Cabinet Office’s jurisdiction, founded in December 2008 to improve the dance education environment. The corporation promotes the dance class, which has become a compulsory part of physical education in school, through a training session for teachers, a dance class in school, and video distribution of sample dances.

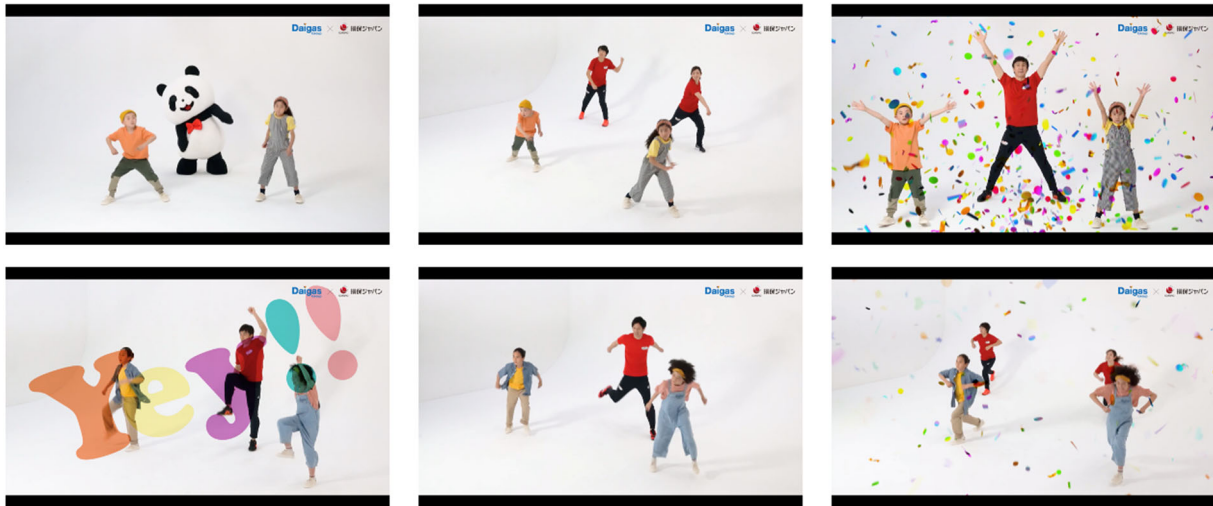
*2 Sompo Japan’s “Dance to Make you Run Faster,” which includes training elements to run faster, is developed jointly by the NSSA and Nagoya Gakuin University.

[Reference]

Outline of “Dance to Make you Run Faster with NOBY”

“Dance to Make you Run Faster with NOBY” has two courses, “the basics” and “the challenge,” in accordance with the degree of difficulty in dance composition. In setting up their degrees of difficulty, “the basics” and “the challenge” target the lower grades and the upper grades of elementary school, respectively.

Image of materials for “Dance to Make you Run Faster with NOBY”



A special webpage providing an overview of this project has opened on Sompo Japan's official website. You can watch a video of “Dance to Make you Run Faster with NOBY.”

Official Website: <https://www.sompo-japan.co.jp/company/dance/daigas>

About NOBY T&F CLUB

NOBY T&F CLUB is a locally based sports club where Nobuharu Asahara and other top track-and-field athletes support members in achieving their own goals. Targeting first-year elementary school children to businesspersons and sometimes demonstrating performances of top athletes, the club carries out an exercise program based upon Co-ordination theory, which improve physical movement and brain activity. Founded in April 2010, it currently has three directly managed clubs (Osaka Gas Imazusogo Ground, Morinomiya Q's MALL, YANMAR Stadium Nagai) and two entrusted clubs (Daito Club, Kyoto Koka Running Club K+). As of the end of May 2021, there were a total of 520 members participating in programs.

About Sompo Japan's Dance Project

Cooperating with the NSSA, Sompo Japan provides the dance instruction material "Dance to Make you Run Faster," allowing elementary school children to enjoy their dance class with a positive attitude and to improve their athletic ability. We also hold a "special dance class" by deploying professional instructors to elementary schools or a "training session for teachers" where teachers learn dance to improve their ability to teach dance.