

JBC, Led by Sadaharu Oh, Appoints More Baseball Legends as New Ambassadors

JBC Announces the Sixth Round of Ambassador Appointments

Japan Baseball Council (JBC) announces the sixth round of ambassador appointments under its *BEYOND OH! PROJECT*, an initiative driven by the vision of creating a future in which global heroes—athletes who captivate the world and inspire children with dreams and hope, surpassing even legends such as Sadaharu Oh and Shohei Ohtani—continue to emerge from the world of baseball and sports. These new appointments are intended to further accelerate the project's initiatives.

JBC is advancing a range of projects that contribute to the future of baseball, including *BEYOND OH! PLAY KIDS*, which creates opportunities for children to experience baseball; *PLATFORM*, a digital platform that connects people who play, watch, and support baseball; and *Pass the Baton*, an initiative that passes baseball equipment on to the next generation.

At the *Pass the Baton* initiative held in Toyama in July 2026, JBC created opportunities for ambassadors to interact directly with participants, including commemorative photo sessions with those who donated baseball equipment. The initiative received a strong response, demonstrating how the presence of ambassadors can play an important role in communicating the project's vision and values and in connecting baseball with the next generation.

The newly appointed ambassadors will contribute to efforts to share the appeal and enjoyment of baseball with the next generation by drawing on their respective experience and perspectives through message-driven outreach, participation in events, and involvement in a range of project activities.

■ Newly Appointed Ambassadors *Names listed in no particular order

**Kaname Yashiki****Kazuo Matsui****Hideki Okajima****Ryota Igarashi**

■ Comment from Sadaharu Oh, Representative of JBC

I am very pleased to welcome four new ambassadors to JBC and feel greatly encouraged to have them join us.

Baseball has the power to inspire people, bring people together, and give children dreams and hope. I hope each of our ambassadors will draw on the experience they have gained through baseball to share the joy and appeal of the sport with as many children as possible.

Together with our ambassadors, we will continue to build on these efforts, one step at a time, to help shape the future of baseball and, ultimately, the future of children.

■ About JBC

Founded in May 2025, Japan Baseball Council (JBC) is a general incorporated foundation established with the purpose of bringing together organizations and groups across the baseball community to help create a future in which global heroes—who inspire children with dreams and hope—continue to emerge from baseball and the broader world of sports, while contributing to the sustainable development of society.

Working in collaboration with a wide range of stakeholders, JBC advances concrete initiatives under a robust, long-term policy framework that addresses macro-level challenges, with a perspective extending 50 to 100 years into the future.

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