

**From:** Little League Baseball and Softball <[llinternational@littleleague.org](mailto:llinternational@littleleague.org)>  
**Reply-To:** [llinternational@littleleague.org](mailto:llinternational@littleleague.org)  
**Date:** Wed, 8 Apr 2009 16:16:41 -0400 (EDT)



**Subject:** Little League International and MVP Band

April 8, 2009

Little League International is proud to announce a multi-year license agreement with the MVP Band - a resistance training device that strengthens a player's arm. The unique neoprene wristband of the MVP Band sets it apart from all other resistance bands.

The design forces the user to focus on building the muscles that comprise the rotator cuff while at the same time reinforcing proper arm angles and mechanics. Rotator cuff injuries are widespread among both youth and adult baseball/softball players, and studies attribute the cause to both overuse and improper throwing mechanics. Surprisingly, the rotator cuff muscles are the most prone to injury yet very little time and emphasis is focused on this area.

In 2008, Little League Baseball incorporated the program within its summer baseball camps in Williamsport, Pa., and gained praise from both camp officials and Stephen D. Keener, President and Chief Executive Officer of Little League Baseball and Softball.

"By aligning ourselves with the MVP Band we continue to take a leadership position in youth sports safety and injury prevention," Mr. Keener said. "MVP Band is a scientifically proven product with the backing of clinical testing. As a result of this agreement, we are proud to offer the benefits of the MVP band to our 7,500 baseball and softball programs across the country."

"We are thrilled to have the opportunity to partner with Little League Baseball, the world's largest organized youth sports program", states Dave Miramontes, Founder and CEO of the MVP Band Program. "We see the MVP Band as another way to help LLB reduce the risk of future arm related injuries, while at the same time helping to improve a player's confidence and ability."

As a current Little League Coach, former Division I and Minor League baseball player, Mr. Miramontes had great success as a pitcher, but spent most of his youth career with a sore arm and in the training room during his collegiate tenure.

"It seems that both parents and players have accepted the notion that sore arms and baseball are synonymous," Mr. Miramontes said. "In creating the MVP Band Program, I now have opportunity eliminate this stigma by providing an easy-to-use and portable device to improve one's arm, while providing a program that can be used throughout one's entire career."

Mr. Miramontes will work closely with Nick Caringi, Little League International Senior Director of Operations and Education. They have been working together for more than a year to create a universal, yet simplistic program that will be available to all Little League players and the thousands of volunteer coaches.

"I am confident that this will be a long and rewarding relationship for Little League" said Mr. Caringi.

Under the guidance of Glenn Fleisig, Ph.D., the American Sports Medicine Institute (ASMI) and California State University recently conducted a scientific study of the MVP Band Program. Dr. Fleisig is best known for his pitching research. Many Major League Baseball organizations have turned to Dr. Fleisig and ASMI for biomechanical evaluations to reduce pitching injuries and improve performance. Dr. Fleisig is also a consultant with Little League Baseball and Softball, and a member of the USA Baseball Safety Committee.

In the ASMI study, thirty-two youth baseball players were divided into two groups for a four-week period. One group was trained with the MVP Band Program, while the other was not. The study

showed that the trained group increased their thrown ball velocity significantly more than the control group did. Furthermore, most of the players in the training group believed that the program improved their shoulder flexibility, shoulder strength, and ball speed.

"The study demonstrated the MVP Band arm conditioning program to be beneficial, particularly in increasing ball velocity," Dr. Fleisig said, "because youth are often involved in multiple sports and activities and often have a shorter attention span than older athletes, a short-term baseball conditioning program may be attractive. Participation in the program for longer than four weeks may lead to more benefits; however this was beyond the scope of the current study."

Little League Baseball and Softball continues to take the lead in injury prevention through education and the implementation of rules designed to prevent injury. The MVP Band Program provides the perfect complement to the recent pitch count rule that limits the number of pitches a player can throw per game. With consistent use of the MVP Band Program, players have reported improvement in their performance, and more importantly, have reduced arm soreness/tenderness during their entire season of play.

#### **About the MVP Band**

The MVP Band is unlike your typical exercise tube. The unique neoprene wrist cuffs enable your hands to remain free of the device, therefore enabling the user to isolate the stretch more directly to the rotator cuff muscles. In addition to pre-game warm-ups, players will also find benefit from using the MVP Band in-between innings by simulating a throwing motion right inside the dugout. With more than 21 exercises and six warm up stretches, the MVP Band Program is thorough. For Little League Baseball, the MVP Band Program has implemented three pre-game stretches seven band exercises that every player should perform before they begin practices and/or games.

#### **To find out more about the MVP Band products**

The MVP Band is available in both a Junior and Pro Series. The MVP Band is a customized product made for Baseball, Softball, Tennis, and other sports using an overhand throwing motion. For more information about the MVP Band Program, visit [www.mvpband.com](http://www.mvpband.com)

Little League International  
P.O. Box 3485  
539 US Route 15 Hwy  
Williamsport, PA 17701-0485  
Phone: 570-326-1921  
Fax: 570-326-1074