**YOKOHAMA Names National Non-Profit KaBOOM! as LPGA Charity Recipient**

Proceeds from YOKOHAMA Tire LPGA Classic will help KaBOOM! bring play opportunities to children across America

FULLERTON, CA. – (Sept. 16, 2014) – As part of its overall commitment to support social causes to effect positive impact, Yokohama Tire Corporation (YTC) today announced KaBOOM! as the beneficiary of YTC’s title sponsorship of the YOKOHAMA Tire LPGA Classic. KaBOOM! is the national non-profit dedicated to the bold new goal of ensuring that all children get the balanced and active play they need to thrive.

The announcement by Andrew Briggs, YTC director, marketing and product planning, was made following the Champions Challenge in Prattville, Alabama, an event held as part of the September 18-21 golf tournament. Briggs said all proceeds from the event will go to KaBOOM!

“We carefully consider causes that are crucial across the nation and look for partners who align with our corporate values,” Briggs said. “There are millions of children living in poverty in this country without access to the play they need. KaBOOM! shares our ideals of giving back to communities by creating and catalyzing great places to play, inspiring, empowering and leading play advocates, and educating and elevating the societal conversation about the importance of play in children’s lives. That’s why we’re setting aside proceeds from our LPGA event to help make new playgrounds a reality for children to enjoy for years to come.”

“We are thrilled to partner with YOKOHAMA, the LPGA and the Robert Trent Jones Golf Trail to help us achieve our bold goal of giving all children access to the balanced play they need every day," said Andrea Nelson, Corporate Partnerships Manager at KaBOOM!, "We know that YOKOHAMA shares our belief that providing play opportunities to children today will ensure they grow up to become healthy and productive adults.”

Briggs said this was the first step in a new YTC KaBOOM! affiliation, which will be the tyre manufacturer’s LPGA charity partner for the next three years. “We are excited to work with KaBOOM! and believe they tie in wonderfully with our partnerships with the Ladies Professional Golf Association and Robert Trent Jones Golf Trail, where the tournament is held.”

**About KaBOOM!**

KaBOOM! is the national non-profit dedicated to the bold new goal of ensuring that all children, particularly the 16 million American children living in poverty, get the balanced and active play they need to thrive. Since 1996, KaBOOM! has worked with partners to build, open or improve nearly 16,000 playgrounds, engaged more than one million volunteers and served 7.4 million children. KaBOOM! creates and catalyzes great places to play, inspires, empowers and leads play advocates, and educates and elevates the societal conversation about the importance of play in children's lives. For more information, visit [kaboom.org/act](http://kaboom.org/act) or follow the conversation on why #playmatters at [twitter.com/kaboom](http://twitter.com/kaboom) or [facebook.com/kaboom](http://facebook.com/kaboom).

**About Yokohama Tire Corporation**

Yokohama Tire Corporation is the North American manufacturing and marketing arm of Tokyo, Japan-based The Yokohama Rubber Co., Ltd., a global manufacturing and sales company of premium tyres since 1917. Servicing an extensive sales network throughout the U.S., Yokohama Tire Corporation is a leader in technology and innovation. The company’s complete product line includes tyres for high-performance, light truck, passenger car, commercial truck and bus, and off-the-road mining and construction applications.