**18th August 2015**

**YOKOHAMA and KaBOOM! Partner again at “Yokohama Tire LPGA Classic”**

Children’s non-profit organization is tyre maker’s charity recipient at golf tournament in Prattville, Alabama

SANTA ANA, CA. – Yokohama Tire Corporation’s (YTC) cause marketing partner, KaBOOM!, will once again have a presence at the upcoming Yokohama Tire LPGA Classic in Prattville, Alabama, August 27-31.

YTC and KaBOOM! – a national non-profit organization dedicated to ensuring all children get the balanced and active play they need – signed a multi-year, multichannel partnership, which includes KaBOOM! as the charity recipient of the Yokohama Tire LPGA Classic. All proceeds from the annual tournament will fund events such as playground builds that help provide children with active play so they can grow into successful adults.

At the tournament, KaBOOM! will have a kid-friendly booth next to YOKOHAMA’s. The display will include an Imagination Playground with large, bright blue building blocks with which children can play. KaBOOM! will also have a “Text to Donate” program where visitors can contribute $10 by texting PLAY to 20222.

In April, YOKOHAMA and KaBOOM! used funds from the 2014 golf tournament to build a new, eco-friendly for a deserving community with more than 1,300 kids.

“It was truly gratifying working with KaBOOM! to bring a local community a new playground where the kids will have a fun, safe place to play,” said Alan Holtschneider, director of marketing for YOKOHAMA. “We’re pleased that the community there will benefit for years to come.”

More playground projects are planned for the future. “It’s great to have active partners like YOKOHAMA, the LPGA and the Robert Trent Jones Golf Trail to help us reach our goal of helping children have access to the balanced play they need every day,” said Andrea Nelson, corporate partnerships manager at KaBOOM!, “YOKOHAMA definitely shares our belief about putting kids first.”