**24th March 2016**

**YOKOHAMA and LPGA announce new charity golf tournament**

Yokohama/LPGA Charity Open Benefitting KaBOOM! is set for 2nd *May* at the RTJ Golf Trail in Prattville, Alabama

SANTA ANA, CA. – Yokohama Tire Corporation (YTC) and the Ladies Professional Golf Association (LPGA) have joined forces for a new golf tournament to help children. The 2016 Yokohama/LPGA Charity Open Benefitting KaBOOM! will take place on 2nd May at the Robert Trent Jones (RTJ) Capitol Hill Judge Course in Prattville, Alabama.

The special charity event will benefit KaBOOM! exclusively, a national non-profit dedicated to ensuring that all children get the balanced and active play they need to thrive. All proceeds will go toward building a new playground.

To participate, golfers can register online at [www.yokohamalpga.com/charity](http://www.yokohamalpga.com/charity).

“This will be a fun and rewarding tournament,” said Alan Holtschneider, YTC director of marketing. “Thanks to the LPGA, we’ll all be able to support KaBOOM! and its goal of promoting an active lifestyle for children.”

This charity tournament will be held a few days before the third annual Yokohama Tire LPGA Classic, which will run 5th – 8th May on RTJ’s Senator Course at Capitol Hill in Prattville, Alabama.

**About KaBOOM!**

KaBOOM! is the national non-profit dedicated to bringing balanced and active play into the daily lives of all kids, particularly those growing up in poverty in America. Since 1996, KaBOOM! has collaborated with partners to build, open or improve more than 16,300 playgrounds, engaged more than one million volunteers and served over 8.1 million children. KaBOOM! creates great places to play, inspires communities to promote and support play, and works to drive the national discussion about the importance of play in fostering healthy lives and communities. To learn why #playmatters: visit kaboom.org or join the conversation at [twitter.com/kaboom](http://twitter.com/kaboom) or [facebook.com/kaboom](http://www.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.



*YOKOHAMA LPGA Charity-Logo KABOOM, Final*