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**Chelsea FC becomes TyreSafe’s latest signing**

Chelsea FC, one of the most famous football teams in the world, has become the first Premier League club to lend its official support to the UK’s tyre safety awareness charity, TyreSafe. The high-profile signing follows support of Tyre Safety Month in 2015 by the Chelsea Ladies FC team, which has now grown to include the club as a whole.

Chelsea FC Managing Director, Christian Purslow, said: “Each week, our teams, staff and tens of thousands fans travel to matches and activities across the country and beyond, and one of our priorities is doing everything we can to help them arrive safely. Tyres have a critical role to play and by becoming an official supporter of TyreSafe we hope to spread the message to our fans that carrying out regular checks will reduce their chances of a tyre-related incident.”

Chelsea fans have already been introduced to the Tyre Safety Month message following activities at Stamford Bridge last October. In partnership with YOKOHAMA, Chelsea FC’s Official Shirt Sponsor, matchday programmes carried features on tyre safety while a message to remind fans to check their tyres was played at the end of the games as they readied themselves to leave the stadium. Activities for 2016’s Tyre Safety Month will be announced during October.

Stuart Jackson, Chairman, TyreSafe, said: “TyreSafe’s tenth anniversary year has seen us achieve charity status, deliver three targeted campaigns, an innovative app, and the largest ever survey of tyres at the point of replacement to inform road safety policy. It’s been an outstanding year which has helped us grow our supporter base, and with it the reach of the tyre safety message. Having the official support of Chelsea FC in spreading awareness of the regular checks motorists should be carrying out is simply fantastic and demonstrates the relevance of this potentially life-saving advice to anyone using a vehicle on the road.”

For more information, visit [www.tyresafe.org](http://www.tyresafe.org)