



NEWS

Yokohama Tire Corporation and Sullivan Tire Co. to Partner with KaBOOM! on Playground Build

Eco-friendly playground to be built June 25 in Rockland, Massachusetts

FOR IMMEDIATE RELEASE

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SANTA ANA, CA. – (April 28, 2016) – It'll be playtime this summer for thousands of kids in Rockland, Massachusetts as a brand-new, eco-friendly playground is built on their behalf at Hartsuff Park come June 25.

Yokohama Tire Corporation (YTC) has identified the town as the site for the one-day build, part of its partnership commitment with KaBOOM! – the national non-profit dedicated to ensuring that all kids get a childhood filled with the balanced and active play needed to thrive.

Yokohama and KaBOOM! will be joined by Sullivan Tire Co., the Rockland Park Department, Town of Rockland; Play Areas for Rockland Kids (P.A.R.K.) and approximately 200 volunteers from the community in erecting the playground.

“We’re honored to work with Paul Sullivan and the Sullivan Tire team on this playground build, which will bring kids in Rockland a fun, safe place to play,” said Alan Holtschneider, director of marketing for Yokohama. “Sullivan Tire has been a fixture in the area for more than 60 years and is known for constantly giving back to the community. This new playground will benefit kids and their families for years to come.”

Yokohama, Sullivan Tire and KaBOOM! have already met with local parents and their children to help design the playground and pick out color schemes and

equipment for the kids to play on, including new environmentally-safe, “Cradle to Cradle”-certified playground apparatuses from Playworld Systems.

“We’re grateful that Yokohama approached us with the opportunity to work with KaBOOM!,” said Paul Sullivan, vice president of marketing at Sullivan Tire.

“Rockland was our choice for this build because it is the town that we were founded in and have called home for over 60 years. It is a community that is very near and dear to Sullivan Tire and we welcome the chance to give back to the families in the area whenever possible. We hope this playground will be a fun fixture for kids and families of all abilities within the community for years to come.”

According to Allan Chiocca, Rockland town administrator, Rockland is happy to provide the land and Park Department resources for the new playground. “It will be a valuable addition to the recreation opportunities for children and families in Rockland.”

P.A.R.K. has been busy recruiting volunteers to help design and build the playground. “We are excited to see the project come to fruition, and look forward to seeing the community come together to build the playground,” said Janelle Hussey, P.A.R.K. president.

Holtschneider said another build with KaBOOM! will be announced in the future. YTC has a multi-channel partnership with the organization, which is also the charity recipient of the Yokohama Tire LPGA Classic in Prattville, Alabama, May 5-8. All proceeds from the annual tournament will fund future playground builds to help kids get the recommended 60 minutes of daily physical activity they need to become healthy and fit.

“Yokohama and Sullivan Tire are truly committed to helping us reach our goal of bringing balanced and active play to kids,” said Lysa Ratliff, KaBOOM! vice president, corporate partnerships. “This will be a total team effort to help the community and its children.”

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 tires 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 tires for high-performance, light truck, passenger car, commercial truck and bus, and off-the-road mining and construction applications. For more information on Yokohama’s broad product line, visit www.yokohamatire.com.

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Yokohama is a strong supporter of the tire care and safety guidelines established by the Rubber Manufacturers Association and the National Highway Transportation and Safety Administration. Details can be found at the “Tire Care & Safety” section at www.yokohamatire.com.

About Sullivan Tire Co.

Sullivan Tire is a locally-owned, family business founded in Rockland, MA by Robert J. Sullivan in 1955. The foundation on which Robert J. Sullivan started Sullivan Tire was “treat everyone, customers and fellow employees, as you would a member of your family.” More than sixty years later, the tradition continues. Today Sullivan Tire is New England’s home for automotive care and commercial truck service with over 100 locations throughout Massachusetts, New Hampshire, Connecticut, Rhode Island and Maine. For more information about Sullivan Tire or to find a location, visit www.sullivantire.com.

About KaBOOM!

KaBOOM! is the national non-profit dedicated to giving all kids – particularly those growing up in poverty in America – the childhood they deserve filled with balanced and active play, so they can thrive. Since 1996, KaBOOM! has collaborated with partners to build, open, or improve nearly 16,300 playgrounds, engaged more than one million volunteers, and served 8.1 million kids. 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 and productive lives. To learn why #playmatters and why cities are embracing #playability: visit kaboom.org or join the conversation at twitter.com/kaboom or facebook.com/kaboom.