

NEWS RELEASE

YOKOHAMA

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For immediate release

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“Yokohama Forever Forest” Project U.S. Subsidiary’s Tree-Planting Activities Receive Award from NPO

Tokyo - The Yokohama Rubber Co., Ltd., announced that Yokohama Tire Corporation (YTC), a key location in the production of tires in North America, was formally recognized by the NPO “Clean Valley Council” for its tree-planting efforts as part of the “Yokohama Forever Forest” Project.

The name of the award is the “Valley Beautiful Beautification Award,” which is given to companies that have engaged in systematic environmental preservation activities. Tree-planting as part of the “Yokohama Forever Forest” Project has been highly evaluated and is deemed to be an exemplary environmental activity in the area. A ceremony to present the award was held on July 9 at the Jefferson Center in Roanoke, Virginia.

On April 4, YTC staged a tree-planting ceremony at its Salem Plant. Some 250 people attended, including representatives of forestry offices in the city of Salem and the state of Virginia, students from local elementary schools, local Boy Scouts, and YTC employees and their families. Altogether, some 2,300 trees in eight varieties, including oak, maple and black gum, were planted.

The Clean Valley Council brings its environmental message to local students, and carries out various activities championing the importance of environmental activities. Twice a year, it stages large-scale clean-ups, in which YTC employees participate as volunteers.



A specially made commemorative chair signifies the award. The chair back features a design of the Blue Ridge Mountains in the Roanoke area, with a river winding through them.

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