

October 15, 2010

LIVEecoMOTION in 2010 Yokohama Rubber Donates Admission Fees and Contributions to WWF

Tokyo –The Yokohama Rubber Co., Ltd., held a “one coin” live charity event called “Yokohama Rubber LIVEecoMOTION with MTV,” co-sponsored by the music and entertainment brand MTV Japan Inc., at Hall C of the Tokyo International Forum (Chiyoda-ku, Tokyo) on October 1. On October 12, Yokohama Rubber donated the total of admission fees (492,500 yen) and contributions collected at the site (37,280 yen) to World Wild Fund for Nature Japan (WWF Japan), for its activities aimed at combating global warming.

Held annually since 2007, “LIVEecoMOTION” is a live charity event with an admission fee of only a single 500-yen coin. It provides time and motivation to think about ecology together with participating artists, and the total of admission fees and collected donations is given to WWF for its activities. 985 people of audiences took part in this fourth event.

In conjunction with the live event, individuals can post their personal eco-commitments on Twitter at “@live_ecomotion” until November 12 (Japanese language only). A staff T-shirt autographed by all of the artists who participated live in this year’s event will be presented to three contributors chosen by drawing. The aforementioned Twitter account is easily accessible on the Japanese language side of the ecoMOTION website or directly at http://eco-motion.jp/live_twitter/.



*Mr. Takashi Fukui, Managing Corporate Officer (right), presents the donation to
Mr. Takamasa Higuchi, WWF Japan Director General (left)*