

Bridgestone Korea donates 5,000 yellow cards to public daycare centres for keeping children safe on the road

- Bridgestone Korea donates 5,000 yellow cards to 44 public daycare centres
- Bridgestone Korea distributes yellow cards to customers at B-Select Shops nationwide and through social network events
- Yellow cards enhance the visibility of children walking on the road day and night, reducing injuries and mortality
- Bridgestone Korea continues to promote various CSR activities for road safety

Bridgestone Tire Sales Korea (CEO Kim Heon-young, <https://www.bridgestone-korea.co.kr/ko>, Bridgestone Korea hereafter), a global leader in tires and rubber building on its expertise to provide solutions for sustainable mobility, donated 5,000 Yellow Cards to 44 public daycare centres to improve road safety for children. Bridgestone Korea also distributes Yellow Cards to customers who visit B-Select Shops nationwide, and also to participants of Bridgestone Korea's social media events.

Yellow Card is a reflective plastic card for safety which can be attached to child's clothing or backpack designed by the Yellow Society (CEO Lee Je-bok, prayforsouthkorea.org), a non-profit organization specializing in children's safety. The card reflects sunlight during daytime and streetlights and vehicle headlights during nighttime, making it easier for drivers to find children on the road and, as a result, preventing traffic accidents.

Yellow Card distributed by Bridgestone Korea is engraved with a Bridgestone logo and a phrase calling for attention to traffic safety, "**Please protect children's traffic safety with yellow card.**" Bridgestone Korea has delivered yellow cards to 44 public daycare centres nationwide since October 8. In addition, Bridgestone Korea distributes the cards to customers who visit B-Select Shop across the country. In addition, Bridgestone Korea also distributes Yellow Card through Bridgestone Korea's social media events.

"Bridgestone Korea's yellow card will help children walk on the road more safely. Bridgestone has strived to make people move and enjoy their lives more safely through various CSR activities as well as tire products and mobility services. We will continue to prepare and practice various social contribution activities that can be done with local communities, like Yellow Card", said Kim Heon-young, CEO of Bridgestone Korea.

According to the data from the Finnish National Statistical Office, Yellow Card increases pedestrian visibility by more than nine times, reducing the mortality rate of pedestrian traffic accidents by 90 percent and the risk of injury from traffic accidents by 75 percent. More than 930,000 Yellow Cards have been distributed nationwide so far, contributing to children's road safety.

###