



Needham Memorial Day Soccer Tournament - America's Largest Soccer Tournament – Names Yokohama Tire Corporation as Title Sponsor

FOR IMMEDIATE RELEASE – Needham, MA – February 2, 2017 – The Needham Memorial Day Tournament Invitational and FC Boston College Showcase has announced a multi-year partnership with Yokohama Tire Corporation, making Yokohama the Official Title Sponsor of the annual Memorial Day tournament, set for May 26-29, 2017.

Through the partnership, North America's largest soccer tournament will now be known as the Needham Memorial Day Tournament Driven by Yokohama. The event, which features an invitational division and the FC Boston College Showcase is one of the oldest Memorial Day Tournaments in the country and a favorite destination for top-caliber teams from throughout Eastern United States, Canada and England. 2016's tournament proved to be a huge success with 1,128 teams attending, making it the Largest Soccer Tournament in North America.

"We are excited to have a brand as credible and dedicated to youth as Yokohama join us for our 41st year of excellence," said Mark Miskin, Executive Director and Tournament Director of the Needham Memorial Day Tournament Driven by Yokohama. "We always seek partners who have the same vision that we have for creating excitement and opportunity for youth athletes. We look forward to working with them to continue to run the best tournament in North America."

As the official Title Sponsor, Yokohama will also receive a sponsor page on the tournament website, online and print advertising, social media posts on Facebook and Twitter, and branding throughout the tournament.

"The partnership with a first-rate organization like the Needham Soccer Club is a good example of how Yokohama's involvement in youth soccer in America continues to expand," said Alan Holtschneider, Yokohama Tire director of marketing. "It fits in perfectly with Yokohama's roster of soccer activities. We also recently signed a deal with US Youth Soccer, naming Yokohama as the Official Tire Sponsor. Additionally, we are the Official Shirt Sponsor of powerhouse English Premier League Chelsea FC. We very much look forward to supporting the coaches, players and fans of the Needham Memorial Day Tournament Driven by Yokohama."

For more information on the Needham Memorial Day Tournament Driven by Yokohama, visit tournament.needhamsoccer.com or connect with us on [Facebook](#) and [Twitter](#).



About Needham Memorial Day Tournament Driven by Yokohama

The Needham Memorial Day Tournament Driven by Yokohama is the largest soccer tournament in North America and one of the longest running tournaments for ages 11 - 19 years old. It features an invitational division and the FC Boston College Showcase. The first Championship Finals was started in 1977. We use the finest fields in Massachusetts and our integrity, credibility and reputation are top notch, built on a 40-year history that simply cannot be matched. This year, the tournament will be held May 26th-29th.

For more information:

- Website: <http://tournament.needhamsoccer.com/>
- Facebook: [Needham Memorial Day Soccer Tournament](#)
- Twitter: [@NeedhamMDT](#)
- <mailto:Needhamtourney@needhamsoccer.com>

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 that's celebrating its 100th anniversary in 2017. 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**.

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**.
