**Goodyear celebrates a frosty winter by capturing**

**‘Winter Feel Good Places’ across the world**

#MyWinterFeelGoodPlace to celebrate and share inspiring winter destinations online

**Location, Country, October 27, 2015 –** With winter coming early this year, and snowfall already hitting parts of Europe, Goodyear celebrates the beauty of winter through social media and in real life. Consumers can submit photos and videos of their favourite winter locations from around the world via social media to ‘My Winter Feel Good Place’ platform in order to win a Goodyear winter prize. The platform will automatically collect and populate all images onto a digitally-integrated map – therefore geographically visualizing all “feel good” places from around the globe.

People can submit pictures to the platform by posting a photo or video on Instagram, Facebook, or Twitter with #MyWinterFeelGoodPlace and may be eligible to win a few prizes, including a grand prize for a Goodyear-sponsored winter trip to a destination of choice[[1]](#footnote-1).

Furthermore, Goodyear has kicked off the campaign in Germany by bringing the magic of winter to life with a giant snow globe that everybody passing by on a crowded city square could walk though and create unique feel good moments to share!

The importance of a ‘feel good place’ can hardly be overestimated. Dr Tsivrikos from University College of London[[2]](#footnote-2) says, “Locating one’s feel good place can have important psychological benefits for their mood, feeling and overall performance. Because while immersing ourselves in spaces/environments that we consider psychologically safe, people can revitalize their body and mind by distancing themselves from any work related or personal stressors.”

“Next to empowerment, more than anything, this campaign is meant to capture the essence of “Made to Feel Good” and the idea that Goodyear gives you peace of mind wherever you want to go, regardless of the circumstances”, says Alexis Bortoluzzi, Marketing Director Consumer EMEA Goodyear Dunlop. “Especially since we are already seeing signs of early winter across Europe, we are looking forward to all of the beautiful images this year’s winter will bring.”

About Goodyear
Goodyear is one of the world’s largest tire companies. It employs about 66,000 people and manufactures its products in 49 facilities in 22 countries around the world. Its two Innovation Centers in Akron, Ohio and Colmar-Berg, Luxembourg strive to develop state-of-the-art products and services that set the technology and performance standard for the industry. For more information about Goodyear and its products, go to [www.goodyear.com/corporate](http://www.goodyear.com/corporate).

1. Round trip to a winter destination for two people, including accommodation, full board and transfers, to be started within maximum 12 months from the date of the award and provided that the total value of this round trip for two people will be limited to a maximum of 6000,- EUR. [↑](#footnote-ref-1)
2. As said by travel psychologist Dr. Tsivrikos Consumer and Business psychologist from University College of London. [↑](#footnote-ref-2)