**Holidays ahead: Goodyear invites parents to spend family time inventing the best winter tyre of the future**

**XX, XX, December 16th, 2015 – With only a few weeks to go before Goodyear’s** [**Reinventing the wheel**](http://reinventingthewheel.goodyear.eu/) **drawing competition closes, parents can take advantage of their holiday time with their children for a chance to win a ski trip for the family.**

***Discover the kids’ drawings***

*On* <http://www.reinventingthewheel.goodyear.eu>

The holiday season is one of the best times of the year for parents to spend family time with their children. Unwrapping gifts, going to family reunions, or entertaining kids while the weather is bad outside: this period is the best opportunity for parents to catch up from the end of year rush and spend quality time with their family. What if, this year, parents used that precious time to challenge their kids to invent the tyres of the future by participating in Goodyear‘s competition for a chance to win a family ski trip?

Kids aged between 6 and 11 still have a few weeks left to enter Goodyear’s Reinventing the Wheel competition. To do so, they need to visit the [campaign’s website](http://www.reinventingthewheel.goodyear.eu/), download one of the futuristic car templates, draw the best tyres they can think of and submit their piece of art on the website by the 10th of January.

With this campaign, Goodyear aims to spark creativity and innovation with children and tap into their enthusiasm for winter, while also educating them on the importance of road safety at a young age

„One month after Goodyear’s competition‘s launch, many kids have already submitted their innovative and genious ideas to reinvent the winter tyres“, says Alexis Bortoluzzi, Marketing Director Consumer EMEA. „From flames to make the snow melt, to skis to better direct the car while surfing on the snow, to carrot studded tyres for a better grip, creativity is at its height!“

Participants can win an all-inclusive family ski trip for five to the French ski resort Les Arcs 1800. The competition is open to Belgium, Netherlands, France and United Kingdom.

By asking children inventing the tyres of the future, Goodyear invites them to let their natural creativity flow and share its innovation mindset. Through this focus on innovation, Goodyear is commited to constantly finding better solutions to enhance winter tyre performance.

**About Goodyear**

*Goodyear is one of the world’s largest tyre 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)*.*