**Children's eyes shine at the Final of the**

**UEFA Europa League in Gdańsk, thanks to Hankook.**

**Together with the UEFA Foundation for Children, Hankook surprises children from the Amp Futbol Polska and Fair Play Team organisations with exclusive tickets to the final and enables them to see their idols play live.**

***Neu-Isenburg, Germany, 27th May 2021*** – Once again this year, premium tyre maker Hankook - as part of its long-standing partnership with UEFA and this year's UEFA Europa League Final in Gdańsk, Poland - enabled children once again to attend the exciting final. Both chosen non-profit organisations are involved in football-related activities for children. Amp Futbol Polska supports children with amputations and physical disabilities who want to play football, while Fair Play Program aims to empower girls and women in football in Poland. Not only were the children able to watch yesterday’s final between Villareal CF and Manchester United F.C. live, but they also received exclusive backpacks made from the original centre circle banner tarpaulin, filled with goodies to enjoy after the game. They were also allowed to take photos with Polish goalkeeping legend Jerzy Dudek, and the original UEFA Europa League Trophy before the match.

After a long-awaited return, enthusiastic football fans have recently been welcomed into stadiums including being able to watch this year’s UEFA Europa League final live in Gdańsk under strict hygiene conditions. Hankook is making football dreams come true by providing young football fans with a unique experience at the eagerly anticipated event. As an official partner of the UEFA Europa League, the company normally offers children from all over Europe the unique opportunity to take on a role as centre circle carrier before the round of 16, quarter and semi-finals before watching the matches live in the stadium. As most of the UEFA Europa League 2020/21 matches had to take place behind closed doors due to the pandemic, this was not possible. However, in order to create a unique experience for the young fans, Hankook had backpacks made from the current centre circle banner tarp and donated them, filled with various gifts and a total of 60 tickets for the final, to Amp Futbol Polska and Fair Play Program.

Hankook has been involved as one of the main sponsors of the UEFA Europa League since the 2012/2013 season, and is the competition’s longest-standing partner. The UEFA Europa League is considered one of the biggest competitions of its kind in the world, its final is watched live on television by more than 60 million viewers worldwide. Hankook intends to continue its long-standing partnership with the UEFA Europa League, the world's biggest competition in club football, in the years to come. The tyre manufacturer's sponsorship campaigns include a variety of Europe-wide activations and initiatives throughout the season.

"The passion and emotion involved in football connect us all together and reflects Hankook's motto "Driving Emotion", says Sanghoon Lee, President of Hankook Tire Europe. "Especially in these pandemic times, social commitment is more important than ever. Our partnership with the UEFA Europa League allows us to safely provide a unique sporting experience for children despite the current circumstances and restrictions." Beate Mierkowska from Fair Play Program explains: "It's a great day for the children. They've been so excited since the beginning, when the news came in. Big thank you to Hankook and the UEFA Foundation for this amazing experience."

Last year, Hankook came up with a special idea for the UEFA Europa League Final. In collaboration with star violinist David Garrett, Hankook composed a newly arranged version of the official anthem of the UEFA Europa League, the "Symphony of Silence". With 27 million users reached, Hankook, David Garrett and UEFA ended the silence in the stadium for a brief moment. The music video also aimed to connect fans through the emotion of the track, as well as to show that despite the physical distance, we are more united than ever. To mark the new season, the music video was also reissued with images from the current season. Fans of the "Symphony Series" can be excited. A second edition under a different motto will be announced soon.

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**About Hankook Tire**

Hankook Tire manufactures globally innovative, award winning radial tyres of proven superior quality for passenger cars, light trucks, SUVs, RVs, trucks, and buses as well as motorsports (circuit racing/rallies).

Aspiring to bring consumers the utmost excellence in product quality, technological excellence and driving satisfaction, Hankook Tire continuously invests in research and development maintaining five R&D centres and eight production facilities around the world. Bespoke tyre solutions for the European markets as well as European Original Equipment according to the requirements of leading premium car manufacturers, are developed in the company’s regional Technical Centre in Hanover/Germany. Production for the European region is taking place in the state-of-the-art manufacturing site in Rácalmás/Hungary which was inaugurated in June 2007 and is continuously being expanded. Currently around 3,000 employees produce up to 19 million tyres a year for passenger cars, SUVs and light trucks.

Hankook Tire’s European headquarters are located in Neu-Isenburg near Frankfurt am Main in Germany. The manufacturer operates further branches in Czech Republic, France, Germany, Hungary, Italy, the Netherlands, Austria, Poland, Russia, Serbia, Spain, Sweden, Turkey, UK and Ukraine. Hankook products are sold directly through regional distributors in other local markets. Hankook Tire employs approximately 20,000 people worldwide and are selling their products in over 180 countries. Internationally leading car manufacturers rely on tyres made by Hankook for their original equipment. Approximately 34 percent of the company's global sales are generated within the European and CIS-Region. Hankook Tire has been represented in the renowned Dow Jones Sustainability Index World (DJSI World) since 2016.

For more information please visit [www.hankooktire-mediacenter.com](http://www.hankooktire-mediacenter.com) or [www.hankooktire.com](http://www.hankooktire.com)

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