KIA MOTORS DONATES $1 MILLION TO “YARDS AGAINST HOMELESSNESS” CHARITY PARTNERS

Philanthropic Effort Was Part of Kia’s “Tough Never Quits” Super Bowl Campaign

- Presentations to Covenant House and StandUp for Kids scheduled for Wednesday, March 4, in Southern California
- Positive Tomorrows presentation scheduled for Wednesday, March 18, in Oklahoma City

IRVINE, Calif., March 5, 2020 – Delivering on its “Yards Against Homelessness” promise, Kia Motors America today delivered two of three planned charitable donations – totaling $1 million – to Covenant House and StandUp for Kids. A third donation to Positive Tomorrows will be made later this month.

An extension of Kia’s “Give It Everything” brand personality, Yards Against Homelessness continued the brand’s efforts to support and elevate America’s youth by donating $1,000 for every yard gained during the Super Bowl to three organizations dedicated to ending youth homelessness. After the accumulation of 748 total yards, Kia increased the total donation amount to $1 million. The initiative was inspired by Josh Jacobs, the pro-football running back that starred in the 60-second Super Bowl spot and also experienced periods of homelessness as a child growing up in Oklahoma.

“Covenant House, StandUp for Kids and Positive Tomorrows provide empowering and life-saving services and Kia is proud to present these important organizations with the funds generated by our Yards Against Homelessness initiative,” said Russell Wager, director, marketing operations, Kia Motors America. “While one million dollars is not enough to end the issue of youth homelessness, it represents a positive step towards the solution. With the homeless youth population in the U.S. estimated at a staggering 4.2 million, it is vital that we do all we can to help end this crisis once and for all.”

About Kia Motors America

Headquartered in Irvine, California, Kia Motors America has been the highest ranked mass market brand in initial quality for five consecutive years according to J.D. Power¹, and is recognized as one of the 100 Best Global Brands by Interbrand. Kia serves as the “Official Automotive Partner” of the NBA and offers a complete range of vehicles sold through a network of nearly 800 dealers in the U.S., including cars and SUVs proudly assembled in West Point, Georgia.**

For media information, including photography, visit www.kiamedia.com. To receive custom email notifications for press releases the moment they are published, subscribe at www.kiamedia.com/us/en/newsalert.

**The Telluride, Sorento and Optima (excluding Hybrid and Plug-In Hybrid) are assembled in the United States from U.S. and globally sourced parts.

¹ Kia received the lowest rate of reported problems among mass market brands in the J.D. Power 2015-19 U.S. Initial Quality Studies of new vehicle owners’ experiences with their own vehicle after 90 days of ownership. Visit jdpower.com/awards for more details.
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