

Olympic Champions Laura Ludwig and Kira Walkenhorst host biggest beach volleyball practice of all time

Olympic champions attempt a World Record in Hamburg

Together with their hometown, Olympic champions Laura Ludwig and Kira Walkenhorst want to show that everything is possible if you work as a team. For this reason, they are encouraging all Hamburgers to join them during their biggest beach volleyball practice of all time. At Beach Hamburg, where the exceptional athletes usually train, all lovers of sports are welcome to join the biggest practice the world has ever seen at 4 pm. They will attempt a world record as part of the Bridgestone campaign "Chase Your Dream, No Matter What" and aims to inspire people to fight for their dreams, even if obstacles emerge along the way.

A year ago, at the Olympic Games Rio 2016, Laura Ludwig and Kira Walkenhorst claimed the Olympic Gold medal with a historic win over the favorites from Brazil. It was this dream that united them but months earlier it had been unthinkable. Kira fell ill with glandular fever and had to pause for half a year and on her return after the break, she twisted her knee during practice: "This definitely hasn't been easy. But I always knew: we do it together, or not at all," says Laura Ludwig.

How can you build such a strong relationship as a team that no obstacle on the way to the top is too big? The two athletes want to show exactly this in their hometown: at an exclusive event, Laura and Kira will host the biggest beach volleyball practice of all time and prove to 500 Hamburgers that with a team, everything is possible:

"Setting common goals releases tremendous power. Conflicts, setbacks and obstacles are part of life, but with a team in which you can trust each other and where everybody remains patient even during tough times, everything is possible," says Walkenhorst. "Now we'd like to show our hometown that every dream can be achieved. That is why we are excited to attempt the world record as a team."

Together with 500 lovers of sports, they will host the biggest beach volleyball practice of all times on September 5th, 2017, in Hamburg and hope to set a new Guinness World Record.

At Beach Hamburg, the Olympic duo's training venue, all interested can come by at 4 pm and be part. Registration via www.egalwaskommt.de is required to take part. The event is part of the Bridgestone campaign "Chase Your Dream, No Matter What". Olympic Champions Fabian Hambüchen (gymnastics), Kristina Vogel (indoor cycling) as well as Laura Ludwig and Kira Walkenhorst (beach volleyball pair) are ambassadors for the campaign. Despite many setbacks, all athletes never gave up and fought hard for their dreams of Olympic Gold. The campaign aims to make Bridgestone's commitment as official worldwide partner of the Olympic Games more visible throughout Germany.

Parallel to the campaign "Chase Your Dream, No Matter What", Bridgestone organizes a competition under www.egalwaskommt.de, with which the company aims to help participants to achieve their personal dreams. Furthermore, the company hosts exclusive events with the athletes to inspire as many people as possible – with the respective sports and stories of the campaign ambassadors in the focus.

Bridgestone EMEA (Europa, Mittlerer Osten und Afrika) mit der Zentrale in Brüssel, Belgien, ist eine hundertprozentige Tochtergesellschaft der Bridgestone Corporation, dem weltweit führenden Unternehmen der Reifen- und Gummibranche mit Sitz in Tokio, Japan. Bridgestone EMEA betreibt ein F&E-Zentrum, ein Testgelände sowie 14 Produktionsanlagen und Büros in mehr als 60 Ländern mit mehr als 18.200 Mitarbeitern. Premium-Reifen von Bridgestone EMEA werden sowohl in Europa, im Mittleren Osten, in Afrika und weltweit verkauft. Die Vertriebsgesellschaften Bridgestone Deutschland GmbH in Bad Homburg vor der Höhe, die Bridgestone Europe Niederlassung Schweiz in Spreitenbach und die Bridgestone Europe Niederlassung

Österreich in Wien sind als DACH-Region zusammengefasst. Als Central Region (BSCER) decken sie den wichtigsten europäischen Markt ab.

Besuchen Sie unser Medientcenter auf www.bridgestonenewsroom.eu.

Weitere Hintergründe zur Kampagne sowie Videos der Athleten finden Sie auch auf www.egalwaskommt.de und auf [Facebook](https://www.facebook.com/bridgestone). Weitere Informationen zu Bridgestone auf www.bridgestone.de.

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