

Sporting heroes inspire people to keep chasing their dream

Two Olympians shared their stories as part of the Chase Your Dream, No Matter What campaign created by Worldwide Olympic Partner Bridgestone

Warsaw (January 9, 2018) – Today, 2017 ski jumping World Champion, Maciej Kot and Joanna Jóźwik, an 800metre finalist at Rio 2016 told their personal stories of how they have overcome adversity to realise their dreams against the odds as they launched Bridgestone Poland's brand campaign, *Chase Your Dream, No Matter What* for Bridgestone, the world's number one tyre and rubber manufacturer^[1] and official Worldwide Olympic Partner.

The two athletes were revealed as *Chase Your Dream, No Matter What* ambassadors for the motivational campaign which aims to encourage people of all ages, abilities and passions to find the strength to chase their dream and overcome the obstacles they face on life's journey. It brings to life Bridgestone's goal of keeping you on track on life's journey - just as Bridgestone's tyres do on the road - whatever the conditions.

Maciej Kot, who will soon be joining the Polish Olympic team for the Olympic Winter Games PyeongChang 2018 revealed that he suffered mentally as he fought to get his dream back on track.

Maciej Kot commented: *"When I learned I wasn't part of the World Championships, I had really destructive thoughts, including ending my sports career. I sunk so low and got into such a severe mental state. I knew I had to change my mindset if I wanted to achieve my goals. It takes strength and determination but with the right attitude I know I can overcome the obstacles and chase my dream to win an Olympic medal."*

As a young athlete, Joanna Jóźwik showed huge promise. But to take her to the next level she took the decision to move from her family's farm in the small Polish village of Podkarpacie to Warsaw in pursuit of her dream. It was an incredibly difficult transition for the young athlete but it paid off as she secured a European Bronze medal and qualified for a World Championships Final. Then, despite injury she found her form just in time for the Olympic Games Rio 2016 where she achieved lifetime best and a notable fifth.

Joanna Jóźwik said: *"It hasn't always been easy for me and I've had to overcome many challenges so far but with the right spirit and attitude, I've kept my belief in myself. I will continue to work hard and to achieve my dreams, no matter what."*

Bridgestone Eastern Europe regional managing director, Radosław Bólkowski commented:

"We are a proud Worldwide Olympic Partner and are excited to be launching our Chase Your Dream, No Matter What campaign here today in Poland. We hope our ambassador's stories and our campaign helps and inspires people to overcome the obstacles they face in pursuit of their own dreams."

Andrzej Kraśnicki, President of the Polish Olympic Committee, is also delighted that Bridgestone has become a worldwide Olympic partner and proud to support the *Chase Your Dream, No Matter What* campaign:

"We're incredibly excited to be here this morning alongside our partners from Bridgestone. And again, thank you all for deciding to share this moment with us.

It's great to see a Worldwide Olympic Partner joining in an Olympic year. At the moment, athletes around the country are training hard for the upcoming Olympic Winter Games PyeongChang 2018 whilst the summer athletes will be hoping to win a place in the Olympic

Games Tokyo 2020. Thanks to the 13 Worldwide Olympic Partners it's possible for these future champions to chase their dreams. Bridgestone's new activation campaign looks especially exciting to us."

Bridgestone is a Worldwide Olympic Partner and a National Olympic Partner for the Olympics Games and the Olympic Winter Games until 2024. The *Chase Your Dream, No Matter What* campaign brings to life

Bridgestone's goal of keeping you safe and on track on life's journey – just as Bridgestone's tyres do on the road – whatever the conditions.

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Further information can be downloaded here: bridgestone.pl. **This campaign is designed to inspire the Polish public to believe in themselves and chase their dream, no matter what. Bridgestone Group's mission is based on the words of our founder: "Serving Society with Superior Quality". It is in our company's DNA to support people to stay safe on their journeys, whatever the conditions. This spirit is the foundation of our *Chase Your Dream, No Matter What* campaign.**

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About Bridgestone EMEA (Europe, Middle East and Africa)

Bridgestone EMEA, with headquarters in Belgium, is a wholly owned subsidiary of Tokyo-based Bridgestone Corporation, the world's largest tyre and rubber company. Bridgestone EMEA operates in more than 60 countries and has over 18200 employees. Across the region, it has 14 tyre and tyre related plants, a major R&D Centre and a proving ground. Bridgestone EMEA's premium tyres are sold in Europe, Middle East, Africa and globally.

For more information about Bridgestone in Europe please visit www.bridgestone.eu

[1] Based on 2016 tyre sales. Source: Tire Business 2017 – Global Tire Company Rankings

<https://bridgestone.mediaroom.com/index.php?s=20295&item=122399>