

## **BRIDGESTONE UK ANNOUNCES OLYMPIC PARTNERSHIP ACTIVATION CAMPAIGN: CHASE YOUR DREAM, NO MATTER WHAT**

**BRIDGESTONE'S CHASE YOUR DREAM, NO MATTER WHAT CAMPAIGN HEROES ARE OLYMPIANS WHO HAVE OVERCOME ADVERSITY TO GET TO WHERE THEY ARE TODAY**

**Bridgestone, the world's largest tyre and rubber company, announces the UK activation of their Worldwide Olympic Partnership at their official press launch on London's South Bank at the OXO2 venue.**

**The launch kick-starts the UK brand activation of Bridgestone's campaign Chase Your Dream, No Matter What.**

**The campaign celebrates the journeys to overcome adversity of Olympic heroes Daley Thompson, Charley Hull and Chris Mears as well as everyday people chasing their dreams, no matter what.**

**London, Thursday 16 March 2017** - Today, Bridgestone launches the UK brand activation of their campaign *Chase Your Dream, No Matter What* as an official International Olympic Committee Partner through 2024.

The motivational campaign 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. 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.

Three national sporting heroes were revealed as *Chase Your Dream, No Matter What* ambassadors at today's launch. They each shared their unique and personal stories of how they overcame adversity to realise their dreams against the odds. Double Olympic decathlon gold medallist, Daley Thompson, was joined by diver Chris Mears who secured his first gold at the Olympic Games Rio 2016 and UK golfer Charley Hull who, at just 20 years of age, tied seventh on her Olympic Games debut in Rio. These are the personalities encouraging everyone to *Chase Your Dream, No Matter What*.

With two gold medals in the 10-discipline event, Daley Thompson is surely the ultimate all-rounder, but even as part of a minority group growing up in an underprivileged community, it was his belief that there are no obstacles, only opportunities and that nothing is impossible, that got him there: *"We lived in a pretty rough part of London. It wasn't easy for a black kid in the early 1960s. My upbringing and sporting career has taught me that if I work hard enough and remain focused, then I can achieve my goals. I guess I'm a living testament to the Chase Your Dream, No Matter What philosophy."*

Having already had to fight for his life in his 24 years, Olympic gold medallist Chris Mears embodies the spirit of never giving up. No obstacle is too big for Chris and the harder the knocks life has dealt him, the stronger he's become: *"I've had to deal with some really tough and scary situations over the past few years where both my sporting career and my life have been held in the balance. I believe really strongly in the Chase Your Dream, No Matter What campaign, because I love the fact that Bridgestone values mental and physical determination, strength and endurance, championing the journey to achieve your goals as much as the result."*

Determined not to let anything or anyone hold her back in a still male-focused world of golf, Charley Hull has been competing from a very young age and has had to believe in herself against all odds: *"I've come up against many barriers as a female golfer and I've had to learn to battle these to succeed. When you feel strongly about something, it's your spirit as much as your ability that gets you through. I feel that I have the spirit to chase my dream, no matter what."*

Bridgestone North Europe Managing Director, Robin Shaw commented: *"Our Chase Your Dream, No Matter What campaign aims to inspire people everywhere, whatever their background to find the strength to chase their dreams and overcome any obstacles they face on life's journey. Whatever challenges you face, we believe our role is to keep everyone safe and on track until you safely reach your destination. Our ambassadors are sharing their stories to help everyday people chase their dreams, no matter what."*

British Olympic Association CEO, Bill Sweeney is also delighted that Bridgestone has become a worldwide Olympic partner and proud to support the *Chase Your Dream, No Matter What* campaign: *“As we start a new Olympic cycle it’s an exciting opportunity to collaborate with the new Worldwide Olympic Partners. Bridgestone is a globally recognised and successful brand and we are excited and proud to work together on their Chase Your Dream, No Matter What campaign. Our role in helping the nation’s best Olympic athletes realise their dreams resonates with so many of the stories around the Olympic Games as athletes strive to reach their personal goals and provide inspiration for anyone with their own goals and aspirations.”*

A series of events will make up the 2017 *Chase Your Dream, No Matter What* calendar:

**Top events:** Bridgestone has partnered with the European Tour at international, national and grassroots levels to inspire golf enthusiasts, amateur and professional players to chase their dream, no matter what.

**Top grassroots events:** Bridgestone is promoting the national grassroots Bridgestone Chase Your Dream Trophy for amateur golfers with England Golf.

**Local grassroots events:** Three grassroots events, each one hosted by one of our *Chase Your*

*Dream, No Matter What* ambassadors will take place during 2017 to inspire people from all over the UK to overcome their own obstacles. Daley Thompson’s event will be an athletics-based challenge, Chris Mears’ will offer diving with a twist and Charley Hull will host a golfing experience.

**Further information can be downloaded here: [bridgestonenewsroom.eu](http://bridgestonenewsroom.eu). This campaign is designed to inspire the UK 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](http://www.bridgestone.eu), [www.bridgestonenewsroom.eu](http://www.bridgestonenewsroom.eu) or find us on [Facebook](#), [Twitter](#), [Instagram](#) and [YouTube](#).

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