MediaRoom

Beau-James Wells set to chase his dream in PyeongChang

World's largest tyre and rubber company shares the story of leading New Zealand freestyle skier's journey

UCKLAND, New Zealand (January 18, 2018) -- Bridgestone New Zealand (Bridgestone), a subsidiary of the world's largest tyre and rubber company and a Worldwide Olympic Partner, and Olympic skier Beau-James Wells have teamed up to share the story of Wells' journey to the XXIII Olympic Winter Games in PyeongChang and return from injury last year.

Bridgestone New Zealand is also a partner of the NZ Olympic Committee and official team partner, and is encouraging all athletes to chase their dream as PyeongChang 2018 looms.

Wells suffered a huge blow to his Freestyle Skiing campaign in 2016, injuring the ACL ligament in his knee and forcing him to the sidelines for a year.
As part of the local activations in the lead up to this year's Olympic Winter Games, Bridgestone has released a poignant video from Beau-James Wells' perspective on what it means to chase the Olympic dream.

He admits an Olympic Winter Games medal has been a lifelong ambition and even while he endured months of rehabilitation, Beau-James was determined to represent New Zealand in South Korea.

"I've dreamt of holding up an Olympic medal ever since I can remember. When we were kids, watching the Games, Dad said 'someone has to be the best, so why can't it be you?' That really fuelled me and it wasn't long before I hit my first jump," Beau-James Wells said.

With the lead up to the Olympic Winter Games now well and truly in full swing, Wells says the last few months have been dedicated to ensuring he's totally prepared to fulfil his aspirations, using his setback as a new motivation.

"Being told you can't do what you love for a whole year, to me that's heartbreaking. But you can turn that pain into a new hunger and now I'm coming back stronger."

Beau-James Wells' full story can be viewed here.

In addition to the company's position as a Worldwide Olympic Partner, Bridgestone Corporation became the first Founding Partner of the Olympic Channel in August 2016. Through its four-year partnership, Bridgestone is helping to support the groundbreaking digital platform on its mission to celebrate the Olympic Movement and the world's greatest athletes every day of the year.

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About New Zealand Ltd.:

Bridgestone is the world's leading tyre manufacturer, supplying quality tyres for cars, trucks, buses, construction and mining vehicles, industrial machinery, agricultural machinery, aircraft, motorcycles and others. In New Zealand, Bridgestone, Firestone and Supercat branded tyres are available throughout the country at several retailers, including Bridgestone Select, Bridgestone Tyre Centre and other Bridgestone stockists. These retailers also provide a comprehensive range of tyre-related services, and at many of those stores - mechanical services.

About Bridgestone Corporation's Worldwide Olympic Partnership:

Bridgestone Corporation proudly announced its agreement to become an official Worldwide TOP Partner of the International Olympic Committee (IOC) on June 13, 2014. The 10-year partnership will see Bridgestone Corporation serve as a Worldwide TOP Partner at the upcoming Olympic Winter Games

PyeongChang 2018, the Olympic Games Tokyo 2020, where the company's global headquarters are located, the Olympic Winter Games Beijing 2022, and the Olympic Games Paris 2024. The Partnership also includes support for the next two Youth Olympic Games. The long-term commitment to the Olympic Movement furthers Bridgestone Corporation's proud sporting heritage and history of innovation, which extends more than 100 years, and will showcase Bridgestone Corporation's commitment to community service, social responsibility, environmental stewardship, and respect for diversity – all tenets of the Olympic Charter that also lie at the heart of the Bridgestone brand.

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