

Bridgestone inspiring Australia's future sports stars with 'Meet with a Champ' initiative

World's largest tyre and rubber company helps South Australian Olympic Council connect students with Olympians

ADELAIDE, South Australia (October 27, 2017) -- Bridgestone Australia (Bridgestone), a subsidiary of the world's largest tyre and rubber company and a Worldwide Olympic Partner, looks to light the fire inside Australia's next generation of sporting stars through its involvement with the South Australian Olympic Council's 'Meet with a Champ' initiative.

Australia's most trusted tyre brand has partnered with the South Australian Olympic Council to support two of the 'Meet with a Champ' sessions at Brighton Secondary School on Friday, 3 November and Cardijn Secondary College in Noarlunga Downs on Thursday, 9 November.

Bridgestone proudly became a Worldwide Olympic Partner in 2014 with a focus on empowering people to overcome adversity and chase their dreams. The company's longterm commitment to the Olympic Movement through to 2024 is aligned with its commitment to community service, environmental stewardship, and respect for diversity -- which are core tenants of the Olympic Charter. The 'Meet with a Champ' initiative is one of the many ways that Bridgestone is bringing these commitments to life.

"At Bridgestone, we go beyond tyres to support society in a truly meaningful way, and being involved with the Olympic Movement is another fantastic opportunity to do this," said Andrew Moffatt, Bridgestone Australia and New Zealand Managing Director. "The 'Meet with a Champ' concept allows us to take our Worldwide Olympic Partnership to the next level in supporting and encouraging young Australians."

The 'Meet with a Champ' sessions will give Year Nine and Ten students from both schools the opportunity to hear from Olympic Pole Vaulters Kurtis Marschall. Brighton Secondary School will also hear from legendary Opals Basketballer Rachael Sporn OAM.

"The chance to meet current and former Olympians is a great way to encourage students to chase their dreams," Mr Moffatt added. "Bridgestone's Worldwide Olympic Partnership is one of a host of initiatives that the company has implemented over the years, to ensure its brand is synonymous with more than just tyres."

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 ground-breaking 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 Bridgestone Australia Ltd.:

Bridgestone Australia is a major supplier to the Australasian automotive industry, providing an extensive range of quality tyres, carefully developed to suit local conditions. The company is supported by an employee network of more than 1,500 people across Australia and New Zealand. Bridgestone Australia also manufactures, wholesales and retails quality truck retread products through Bandag Pty Limited, the world's leading retread brand. Bandag products complement the Bridgestone tyre range and provide a reliable solution for truck fleet customers.

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 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.

<http://bridgestone.mediaroom.com/index.php?s=20295&item=122419>