

CHASE YOUR DREAM, NO MATTER WHAT WITH VALERIA STRANEO AND BRIDGESTONE ITALY

Valeria Straneo engages with everyday battlers at her ambassador event Non Fermarti Mai
Valeria inspires people to join the Chase Your Dream, No Matter What movement and run with her to raise money for charity

Bridgestone Italy's ambassador events encourage everyone to share their dream and chase it, no matter what

Bridgestone Italy activates their brand campaign Chase Your Dream, No Matter What as an official Worldwide Olympic Partner with their second local ambassador event.

Top Olympic marathon runner Valeria Straneo will call on her experience of having to fight to achieve her dream against all odds to inspire people from all over Italy to do the same. In the city centre of Reggio Emilia, Valeria was joined by everyday battlers to embody the spirit of Bridgestone's *Chase Your Dream, No Matter What* campaign and run non-stop to raise money for charity.

It is Valeria's mental and physical strength that have allowed her to chase her dream, no matter what in spite of having had to overcome severe health issues while being a mother and a schoolteacher. She didn't give up and finally achieved her dream of competing in the Olympic Games in her forties: "I never stopped chasing my dream, I felt the passion inside me to succeed growing stronger every day. Even in the darkest of times." Now she wants to empower others to follow her example and is ready to support them on their journey. For every lap successfully completed by any participant, Bridgestone Italy will donate €1 to Grade Onlus

This ambassador event is the second in a series to be hosted as part Bridgestone Italy's

Chase Your Dream, No Matter What activation. World Champion high jumper Gianmarco

Tamberi and Olympic Games Rio 2016 1,500m freestyle swimming gold medallist Gregorio

Paltrinier join Valeria as campaign ambassadors in Italy. Gregorio's ambassador event was the first of the year, as a group of amateur swimmers joined Gregorio on the iconic open water swim from Piombino to Isola d'Elba.

Valeria Straneo commented: "I can't wait for the event! Being able to share my passion for running with people from all backgrounds will be a unique experience and turning it into an initiative for charity makes it even better. Bringing people together for a good cause and motivating people to learn my sport will be a thrill. It isn't always easy to chase your dream, but with a focused mind and the right spirit you can overcome obstacles and keep going non-stop!"

Stefano Parisi, Regional Managing Director, Bridgestone South Region, said: "Our ambassador Valeria Straneo is going to work with all the everyday battlers who come to our event to help them find the strength within themselves to work together and reach a common goal by collectively running as far as possible for a good cause. We are very proud to be partners with this worthy cause."

The *Chase Your Dream, No Matter What* 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.

Further information can be downloaded here: bridgestonenewsroom.eu. This campaign is designed to inspire the Italian 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.

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 18,200 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.

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