

For Immediate Release

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Bridgestone Continues to Support and Empower Adaptive Athletes Through New “Chase Your Dream” Program

- **Bridgestone Americas to donate \$125,000 to organizations that provide grants, equipment and local programming for adaptive athletes.**
- **Team Bridgestone athlete ambassadors to engage, mentor and celebrate young adaptive athletes through in-person and virtual events.**
- **The program advances the company’s efforts to promote diversity and help create more inclusive communities.**



Team Bridgestone athlete ambassadors to help inspire young adaptive athletes through Bridgestone’s new “Chase Your Dream” program.

NASHVILLE, Tenn. (August 19, 2021) – [Bridgestone Americas](#), Inc. (Bridgestone) today announced the launch of a new initiative with its Team Bridgestone athlete ambassadors to help advance the company's commitment to promoting diversity and creating more inclusive communities. Through the “Chase Your Dream with Team Bridgestone” campaign, Bridgestone will provide funding and support local activities that benefit adaptive sports organizations and empower young adaptive athletes in the United States and Canada.

The program includes \$125,000 in new donations from Bridgestone and the Bridgestone Americas Trust Fund to [Challenged Athletes Foundation](#) (CAF), [Adaptive](#)

[Sports Ohio](#) (ASO) and [Amputee Blade Runners](#) (ABR). These contributions will fund individual athlete grants for adaptive sports equipment, training and competition travel, as well as support local community programming that will create new access to sport and keep existing adaptive athletes engaged across their journey. Additionally, Team Bridgestone athlete ambassadors will join events through these organizations to help inspire adaptive athletes of all ages and abilities to keep chasing their dreams.

“Bridgestone is committed to working with partners who can help drive awareness and change regarding diversity, equity and inclusion in our communities, and we have seen how sports can create opportunities and networks of support for all individuals,” said Paolo Ferrari, president and CEO, Bridgestone Americas. “We’re proud to be a Worldwide Paralympic Partner to help promote inclusivity through sport, and we’re excited to extend this support into our local communities through our ‘Chase Your Dream’ program.”

Scout Bassett, who competed at the Rio 2016 Paralympic Games, is both a member of Team Bridgestone and a long-time CAF athlete ambassador. After losing her right leg as an infant, she turned to sports to connect with her peers. At 14, Bassett received a grant from CAF for her first running prosthetic, starting her journey to becoming a U.S. National Champion, a World Championship medalist and a star in Para track and field.

“The pandemic has increased the need for all of us to have a strong support system and community. This is true for athletes – and even more important for athletes with disabilities who already have so much adversity to overcome,” said Bassett.

“Bridgestone has been so supportive of my journey and the Challenged Athletes Foundation. I am proud to help them promote the benefits of sport and empower a new generation of adaptive athletes to dream big.”



Team Bridgestone and CAF ambassador Scout Bassett helps to inspire adaptive athletes as a champion for equal access to sports.

Bridgestone's "Chase Your Dream" campaign extends support for these three adaptive sports organizations that began last year through initial donations to fund individual grants and local programs. Additional details will be announced in the coming months as the company continues its efforts to promote diversity and increase access to opportunities for all individuals in its local communities.

About Bridgestone Americas, Inc.:

Nashville, Tennessee-based Bridgestone Americas, Inc. is a subsidiary of Bridgestone Corporation, a global leader providing sustainable mobility and advanced solutions. Bridgestone Americas develops, manufactures and markets a diverse portfolio of original equipment and replacement tires, tire-centric solutions, mobility solutions, and other rubber-associated and diversified products that deliver social value and customer value. Guided by its global corporate social responsibility commitment, Our Way to Serve, Bridgestone is dedicated to shaping a sustainable future of mobility and improving the way people move, live, work and play.

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