

For Immediate Release

Contact: Darias Collins

615-717-5532

darias.collins@finnpartners.com

Bridgestone Americas Sponsors Nashville Pride Festival as Part of its Commitment to Diversity, Equity and Inclusion

- **Bridgestone Americas serves as Pride festival sponsor for ninth year in a row.**
- **The effort follows the launch of Bridgestone's expanded DE&I office, a significant milestone in the company's DE&I history.**
- **Pride Festival aligns with Bridgestone's "Free to Be" initiative which encourages teammates to bring their whole selves to work.**

NASHVILLE, Tenn. (June 21, 2022) — Bridgestone Americas, Inc. (Bridgestone), a subsidiary of Bridgestone Corporation, a global leader in tires and sustainable mobility solutions, will serve as the presenting sponsor of the annual Nashville Pride Festival for the ninth consecutive year. The effort is a continuation of Bridgestone's ongoing commitment to diversity, equity and inclusion (DE&I) within the company and community.

Although Bridgestone has supported the Nashville Pride Festival for more than a decade, this year's festival coincides with a significant milestone in the company's DE&I history. Recently, Bridgestone launched its expanded DE&I Center of Excellence (COE) and its "Free to Be" initiative that emphasizes the strength in diversity and encourages teammates to bring their whole selves to work. The expansion is part of Bridgestone's transformation into a sustainable solutions company and aligns with its global E8 Commitment, an effort that focuses on Bridgestone's greatest challenges and opportunities relating to equity and inclusion, sustainable mobility, environmental preservation and more.

"At Bridgestone, we are committed to cultivating an inclusive culture that is as diverse as the world we serve," said Ebonee Davis Ifeobu, vice president of DE&I at Bridgestone Americas. "Nashville's Pride Festival seamlessly aligns with Bridgestone's mission to embrace individuality and inspire people to be their truest selves, inside and outside company walls. We are excited to once again be a part of this uplifting movement that promotes diversity within our community, further strengthening the vibrant city we work and live in."

The 2022 Nashville Pride Festival will take place on Saturday, June 25, and Sunday, June 26, at Bicentennial Capitol Mall State Park in Downtown Nashville. Bridgestone teammates will lead the Nashville Pride Parade, kicking off Saturday's festivities at 10 a.m. at Broadway and 8th Ave. The company's corporate headquarters downtown, Bridgestone Tower, will be illuminated with pride colors to celebrate throughout the weekend.

This year's festival will feature over 225 local vendors, including food trucks, art installations, live entertainment with over 100 performances and a kids' and family area that will offer face painting, carnival games, prizes and more. Attendees are invited to visit Bridgestone's booth.

The Nashville Pride Festival is Tennessee's largest LGBTQIA+ festival and works to increase awareness for the equal rights for Lesbian, Gay, Bisexual and Transgender people and families. The annual celebration brings together thousands of individuals from diverse backgrounds and sheds light on the history, culture and lives of the LGBTQIA+ community.

For more information about Bridgestone Americas, visit www.bridgestoneamericas.com.

About Bridgestone Americas, Inc.:

Bridgestone Americas, Inc. is the U.S.-based subsidiary of Bridgestone Corporation, a global leader in tires and rubber, building on its expertise to provide solutions for safe and sustainable mobility. Headquartered in Nashville, Tenn., Bridgestone Americas employs more than 50,000 people across its worldwide operations. Bridgestone offers a diverse product portfolio of premium tires and advanced solutions backed by innovative technologies, improving the way people around the world move, live, work and play.

###