

**For Immediate Release**

**Contact: Zac Ellis**

**(240) 429-9861**

[EllisZac@bfusa.com](mailto:EllisZac@bfusa.com)

## **Firestone Ag Announces Rock the Crop Concert Sweepstakes with Country Artist Dillon Carmichael**

- **Firestone Ag is kicking off the 2022 Rock the Crop Concert Sweepstakes for the second year in a row as a way to champion and celebrate farmers.**
- **U.S. farmers can enter the sweepstakes for a chance to win a private concert hosted by country artist Dillon Carmichael on their farm or ranch.**
- **The 2022 Rock the Crop Concert aligns with our “Emotion” value of the Bridgestone E8 Commitment.**

**NASHVILLE, Tenn. (June 7, 2022)** – Firestone Ag, a business of Bridgestone Americas, is energized to kick off its 2022 Rock the Crop Concert Sweepstakes with Nashville-based country artist Dillon Carmichael, in celebration of U.S. agriculture. Building on the success of last year’s private concert giveaway, the farm tire manufacturer and musician are collaborating again to unite music and agriculture in honor of America’s hard-working farmers and ranchers.

“The past couple years have been especially challenging for agriculture workers, so we’re really excited to have Dillon Carmichael back on board to join us in thanking one lucky farmer or rancher with a private concert,” said Matt Frank, Firestone marketing product manager.

By participating in the 2022 Rock the Crop Concert Sweepstakes, farmers can enter for a chance to win a private concert hosted by Dillon Carmichael on their farm or ranch. As a bonus, three additional winners will be selected to receive two tickets each to a Dillon Carmichael concert of their choosing. Plus, the first 50 entrants will receive a signed copy of Carmichael’s *Son of A* vinyl record. The concert sweepstakes is only open to U.S. residents.

“I’m thrilled to continue this partnership with Firestone and to have such a unique opportunity to personally celebrate America’s farmers,” said Carmichael. “My latest album is all about small-town USA, which is common for country music and a testament to my upbringing and our many fans.”

Earlier this year, Carmichael kicked off his *Son of A* concert tour, highlighting the important role farmers serve in providing food for America’s families.

“Carmichael’s roots lie in music and agriculture,” explained Frank. “Having come from a small Kentucky farming community, Dillon understands the critical role agriculture plays in supporting rural livelihoods, and he brings a sincere passion for farming to country music. We’re grateful to have a local partner who shares our values and dedication to farming hard—and he’s truly such a great guy to work with.”

Rock the Crop originally launched summer 2021, when Firestone Ag sought a way to champion farmers after a long and difficult growing season. Indiana farmer Carey Garwood won the inaugural sweepstakes and helped inspire the sweepstakes renewal this year.

“You don’t see a lot of contests for farmers, so I was appreciative to see this one come up and excited that it was Dillon Carmichael who came to play at our farm,” said Garwood, 2021 Rock the Crop winner. “We love that Firestone wants to recognize farmers in this way.”

The 2022 Rock the Crop Concert Sweepstakes aligns with the Bridgestone E8 Commitment, which serves as an axis to drive management while earning the trust of future generations. The Bridgestone E8 Commitment consists of 8 Bridgestone-like values starting with the letter “E” (Energy, Ecology, Efficiency, Extension, Economy, Emotion, Ease, and Empowerment) that Bridgestone will commit to implement together with employees, society, partners and customers to create a sustainable society. Rock the Crop aligns with “Emotion: Committed to bringing comfort and peace of mind to mobility life.”

American farmers and ranchers can enter the 2022 Rock the Crop concert sweepstakes from now until July 25 for a chance to win a private concert with Dillon Carmichael, tickets to an upcoming show and a signed vinyl record. View rules and enter at <https://woobox.com/nkw3k2>.

**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.*

###