



## **Eastside Golf and Bridgestone Announce Partnership to Drive Local Community Participation and Amplify HBCU Golf**

- *Bridgestone will collaborate with Eastside Golf on golf-focused experiences to create a more open and welcoming game.*
- *The partnership will address access and equity issues in the sport and spotlight golf in local communities, Historically Black Colleges and Universities (HBCU) golf, and the Advocates Professional Golf Association (APGA) Tour.*
- *Bridgestone will support Eastside Golf's popular Community Golf Days in three cities that align with select PGA TOUR events this year.*

**NEW YORK, NY and NASHVILLE, Tenn. (July 22, 2024)** – **Eastside Golf**, the lifestyle golf brand changing the cultural conversation around golf, and **Bridgestone Americas** (Bridgestone) today announced a partnership to spark grassroots growth and promote diversity within the game.

Bridgestone will serve as a Community Partner of Eastside Golf to collaborate on and further support Eastside Golf's initiatives. These efforts will focus on increasing access and supporting greater equity in the game through activities that:

- Drive local community access and participation;
- Spotlight the talent and programs within HBCU golf and the APGA; and
- Create more opportunities to bring in new, diverse audiences and players to the sport.

Golf can represent a pathway to new opportunities and life skills for anyone, but the game is not always accessible," said **Caitlyn Ranson**, head of partnership marketing, Bridgestone Americas. "Bridgestone shares a common passion with Eastside Golf to help reduce barriers to entry and make the sport more inclusive. What really matters is that we all work together to open doors so that future generations of players from all backgrounds can grow through the incredible experiences this sport can offer."

Key to the shared efforts is Bridgestone's participation in and support of Eastside Golf's popular Community Golf Days, which are held prior to PGA TOUR events at municipal courses in the same markets. Founded in 2023, Eastside Golf's Community Golf Days bring together local golfers of all ages and backgrounds to enjoy nine holes without the financial burdens commonly

associated with the game, in addition to providing support and accessibility to local golf through equipment and monetary donations to the municipal courses.

In 2024, both Bridgestone and Paradies Lagardère will collaborate with Eastside Golf on its Community Golf Day events that precede the FedEx St. Jude Championship in Memphis, Tenn. (July 26), and the Tour Championship in Atlanta, Ga. (August 3). The organizations also hosted an Eastside Golf Community Golf Day prior to the Rocket Mortgage Classic in Detroit, Mich., in June. As part of the Community Days, Eastside Golf and Bridgestone are committing to provide a year of resources and support to select local community partners that are furthering the growth of sport through excellence and inclusivity.

“We are proud of what we have built with Eastside Golf’s Community Days and are excited about providing an even more elevated experience with Bridgestone as a Community Partner. Now, we can double the impact and without compromising the quality of the experience,” said **Earl Cooper**, Eastside Golf co-founder and CEO. “Our goal is to change the perception of the game to reflect that golf is a game for everyone – regardless of who you are or where you come from. Together, we’ll be able to extend more opportunities and pathways to make the sport more open and welcoming to anyone who wants to be a part of the golf community and experience the many benefits of the game.”

“I’m glad I get to give back to the ones that remind me of myself. We need that in today’s golf world and it starts with Eastside Golf leading the charge,” added **Olajuwon Ajanaku**, Eastside Golf founder and creative director.

Bridgestone and Eastside Golf began their relationship during the inaugural Bridgestone HBCU Invitational in 2023. The event was part of the Bridgestone Collegiate Development Program established with the PGA TOUR to achieve greater diversity in golf with younger generations. The first-of-its-kind invitational featured 15 collegiate teams from historically Black universities for a 54-hole competition. It also included off-the-course networking events with business leaders, including Eastside Golf founders Olajuwon Ajanaku and Earl Cooper who first met on the Morehouse College golf team.

Eastside Golf is actively transforming perceptions of golf through its apparel which has been embraced by golf professionals, celebrities, fashion influencers, and professional athletes alike. Eastside Golf is worn by athletes and tastemakers including NBA stars Chris Paul and Jayson Tatum, NFL greats Patrick Mahomes and Victor Cruz, musician DJ Khaled and President Barack Obama, among many others. Its success is further underscored by notable relationships with global brands including seven collaborations with Jordan Brand, and strategic partnerships and licensing deals with major entities such as the NBA, MLB, and Mercedes-Benz USA. Eastside Golf is deeply committed to supporting and spotlighting HBCU golf through events and partnerships and has donated a cumulative \$250K to support the Morehouse College golf team.

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**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 45,000 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.*

**About Eastside Golf**

*Eastside Golf was founded on June 1st, 2019, and has quickly grown into a brand that has shifted the culture of golf on and off the course. The mission of Eastside Golf is to be the lifestyle brand customers deserve — forging new paths and breaking barriers by designing and curating classic lifestyle wear of the highest quality so every customer can authentically express themselves in comfortable luxury. Eastside Golf's community outreach and golf education aims to connect young professionals and non-golfers with education, resources, and encouragement to love the game. Learn more at [www.eastsidegolf.com](http://www.eastsidegolf.com), at Facebook or Instagram and X through @EastsideGolf.*

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