

For Immediate Release

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Bridgestone Retail Operations Donates \$55,000 to Wounded Warrior Project

- **Bridgestone Retail Operations made donations to Wounded Warrior Project.**
- **The company also surprised an injured veteran and their guest with a VIP trip to the 108th Running of the Indianapolis 500.**
- **The campaign was the latest effort from BSRO to support military communities across the U.S.**

NASHVILLE, Tenn. (July 11, 2024) – [Bridgestone Retail Operations](#) (BSRO), a subsidiary of [Bridgestone Americas](#), today announced a donation of \$55,000 to Wounded Warrior Project® (WWP), concluding a month-long nationwide campaign at the company's 2,200 stores where BSRO made a financial gift for every set of Firestone tires sold.

"Providing our nation's veterans with the resources they need for reintegration into civilian life is a longstanding commitment for our business," said Marko Ibrahim, president, Bridgestone Retail Operations. "It is a privilege to support the important work of Wounded Warrior Project as they continue to change and save the lives of injured veterans and their families each and every day."

As part of the campaign, BSRO and WWP hosted an injured veteran and their guest at the 108th Running of the Indianapolis 500 in Indianapolis, Indiana, during Memorial Day weekend. They received a VIP experience with behind-the-scenes access to one of racing's biggest stage and attended a special ceremonial dinner before the race.

"The support we receive from Bridgestone Retail Operations helps Wounded Warrior Project honor and empower warriors in their communities," said Brea Kratzert Todd, WWP, vice president of business development. "Thanks to the generosity of the Bridgestone team and their customers, warriors and their families never pay a penny for our programs and services."

Since 2003, WWP has improved the lives of more than one million wounded warriors and their families through comprehensive programs, advocacy, and services that assist veterans in their transition from active duty to civilian life.

BSRO's fundraising initiative with WWP is the latest example of the company's commitment to the military. In 2023, BSRO launched a Military Fellowship partnership with Army Career Skills and the Department of Defense Skillbridge Program, which provides service members with automotive technician training and career opportunities for service members seeking real-world job experience. Additionally, BSRO celebrated 30 years of operating tire and automotive service centers at military bases nationwide in partnership with the Army & Air Force Exchange Services last year. Since 2022, BSRO's BRAVO Employee Resource Group has been engaging veteran and non-veteran teammates from across the organization in the fellowship of service.

Working with WWP supports the Bridgestone [E8 Commitment](#), which established eight values to solidify the company's commitment to a more sustainable future. The campaign is an example of the company's commitment to "Empowerment."

For more Bridgestone company news visit [BridgestoneAmericas.com](https://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 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 Bridgestone Retail Operations, LLC:

Bridgestone Retail Operations, LLC (BSRO) is headquartered in Nashville, Tenn. and operates the largest network of company-owned automotive service providers in the world — more than 2,200 tire and vehicle service centers across the United States — including Firestone Complete Auto Care, Tires Plus, Hibdon Tires Plus and Wheel Works store locations. Credit First National Association and Firestone Complete Fleet Care operations are also part of BSRO. BSRO is a member of the Bridgestone Americas family of companies.

About Wounded Warrior Project:

Since 2003, Wounded Warrior Project® (WWP) has been meeting the growing needs of warriors, their families, and caregivers — helping them achieve their highest ambition. [Learn more about Wounded Warrior Project.](#)

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