

For Immediate Release

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Firestone Ag Opens 2024 Rock the Crop Sweepstakes Exclusively for National FFA Chapters



- To recognize the 80th year of Firestone Ag support for the National FFA Organization, the 2024 Rock the Crop Sweepstakes is open now, exclusively to FFA chapters.
- In celebration of the next generation of farmers and ranchers, FFA chapters are invited to enter the drawing for a chance to win a private, on-farm concert with award-winning country artist Hailey Whitters.
- Members of the winning chapter will have the opportunity to learn about farm tire technology from Firestone Ag field engineers.

NASHVILLE, Tenn. (April 24, 2024) – Firestone Ag, a business of [Bridgestone Americas](#) (Bridgestone), has opened entries for its 2024 Rock the Crop Sweepstakes exclusively to chapters of the National FFA Organization (FFA) in celebration of the 80th anniversary of Firestone Ag partnership with FFA. In its third year, the Rock the Crop Sweepstakes will bring a private concert with Nashville-based country artist [Hailey Whitters](#) to one lucky FFA chapter.

“Firestone has embraced a longstanding commitment to FFA that began with Harvey Firestone Jr., who spearheaded the Firestone family’s belief in educating and supporting youth interested in agriculture, technology and leadership,” said Merritt Gilbert, marketing director, integrated agriculture tire business, Firestone Ag. “As we mark this milestone for Firestone Ag and FFA, we’re excited to share this fun and unique entertainment opportunity with young people who are interested and invested in agriculture.”

Chosen through a random drawing, members of the winning chapter will enjoy their own private, on-farm concert with Grammy-nominated and American Country Music’s 2023 New Female Artist of the Year Hailey Whitters. Members of the winning chapter will also hear from Firestone Ag field engineers about tire types, tire construction, choosing the right tire for the job and proper tractor set up to avoid overloading tires.

This is the third installment of Firestone Ag’s Rock the Crop Sweepstakes, following a 2022 Sweepstakes featuring country artist Dillon Carmichael. 2024 Rock the Crop entries must be submitted by FFA chapter advisors on behalf of the members between April 24 and June 6, 2024. Complete rules and instructions for entering may be found at <https://firestoneag.cmpgn.page/NfWKx7>

A full year celebrating Firestone commitment to educating the next generation

“Throughout 2024, Firestone Ag will also proudly highlight the amazing achievements of FFA members across the country through our social media platforms,” Gilbert added.

#FFAFridays will showcase the hard work, learnings and accomplishments of FFA members on Firestone Ag’s Facebook, Instagram and LinkedIn platforms.

In addition, Firestone Ag is extending its commitment to future generations of agriculturists by supporting the FFA equity, diversity and inclusion (EDI) efforts as well as backing for its New Century Farmer Conference to advance members’ leadership, personal and career skills.

“FFA is honored to mark this milestone with Firestone Ag, especially as the brand continues to champion and engage our students in new ways,” said Molly Ball, president of the National FFA Foundation and chief marketing officer of the National FFA Organization. “Hailey Whitters’ passion for farming and agriculture combined with her drive and ambition align with our values and make her a fantastic partner for this program.”

Follow Firestone Ag Tires and FFA on Facebook and Instagram for Rock the Crop Sweepstakes details, engagement opportunities and student features.

The 2024 Rock the Crop Sweepstakes aligns with the Bridgestone E8 Commitment which consists of 8 values starting with the letter "E" (Energy, Ecology, Efficiency, Extension, Economy, Emotion, Ease and Empowerment) that Bridgestone commits to implement together with employees, society, partners and customers to create a sustainable society. Rock the Crop aligns with "Emotion: Committed to inspiring excitement and spreading joy to the world of mobility."

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 National FFA Organization

The National FFA Organization is a school-based national youth leadership development organization of more than 945,000 student members as part of 9,163 local FFA chapters in all 50 states, Puerto Rico and the U.S. Virgin Islands. The FFA mission is to make a positive difference in the lives of students by developing their potential for premier leadership, personal growth and career success through agricultural education. For more, visit the National FFA Organization online at FFA.org and on Facebook, Instagram and LinkedIn.

About National FFA Foundation

The National FFA Foundation builds partnerships with industry, education, government, other foundations and individuals to secure financial resources that recognize FFA member achievements, develop student leaders and support the future of agricultural education. A separately registered nonprofit organization, the foundation is governed by a board of trustees that includes the national FFA president, educators, business leaders and individual donors. For more, visit FFA.org/Give.

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