

# News Release



For Immediate Release  
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## **Battle Against Breast Cancer Receives Boost from Bridgestone**

Singapore (7 September 2016) — Bridgestone Tyre Sales Singapore Pte Ltd has joined the fight against breast cancer. In its first collaboration with the Breast Cancer Foundation, the tyre company will launch the Bridgestone Pink Valve Cap Donation Drive Campaign on 1 October 2016 with the dual aim of raising public awareness of breast cancer and generating funds for the Foundation through the sale of pink tyre valve caps, where all proceeds will go to the Foundation.

Throughout the three-month campaign period, members of the public will receive a pack of four pink valve caps for every donation of \$4 to the Breast Cancer Foundation made at the 25 Bridgestone participating dealers. A total of 10,000 packs will be available at the dealers' stores in addition to donation boxes to encourage support for the Foundation.

Bridgestone Tyre Sales Singapore Pte Ltd will also host two donation drive roadshows at Jurong Point Shopping Centre — the event's official venue sponsor — on 1 and 15 October 2016. Staff volunteers from Bridgestone Asia Pacific Pte Ltd and Bridgestone Tyre Sales Singapore Pte Ltd will be on hand to drive awareness and donations.

The company is the third subsidiary in the Bridgestone group to run this Campaign after Bridgestone South Africa and Bridgestone New Zealand. "The Campaign forms part of our CSR effort to improve the safety and lives of people everywhere. Not only will the donations help fund the many initiatives of the Breast Cancer Foundation, but the pink valve caps on cars will drive awareness of breast cancer in Singapore," said Mr Michael Tan, Managing Director of Bridgestone Tyre Sales Singapore Pte Ltd.

"We hope that our efforts will spur other subsidiary companies in Asia Pacific to adopt this initiative and contribute to the fight against breast cancer."

For further information, email enquiry.singapore@bridgestone.com or contact Bridgestone Marketing at 6777-4181.

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## **About Bridgestone Tyre Sales Singapore**

*Bridgestone Tyre Sales Singapore Pte. Ltd. was officially registered for business in 2001. It is 100% owned by Bridgestone Asia Pacific Pte. Ltd. and handles distribution of Bridgestone brands for trucks, buses, light trucks, vans, passenger cars, forklifts, farm services, motorcycles and racing karts. The Singapore sales office is headed by Managing Director Mr. Michael Tan.*

## **About Breast Cancer Foundation**

*Breast Cancer Foundation (BCF) is a non-profit organisation set up in 1997 with the mission to eradicate breast cancer as a life-threatening disease. Being an advocacy group, BCF propagates awareness and education through talks, events, exhibitions and publications, and advocates early detection through regular screening. Support and volunteer programmes are organised for survivors and their family members, caregivers and volunteers through counselling, training, empowerment and 'Healing Through The Arts' activities. BCF is one of the few breast cancer advocacy groups in the world with a Men's Support League to emphasise men's role in society's fight against this affliction.*

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The poster features the Bridgestone logo at the top left. Below it, the text reads: "PLEDGE YOUR SUPPORT FOR THE BRIDGESTONE PINK VALVE CAP DONATION DRIVE TO RAISE BREAST CANCER AWARENESS!". A large pink ribbon is on the left. In the center, there are four pink valve caps. A text box says: "Simply purchase a set of four pink valve caps for \$4 from any of the participating Bridgestone tyre dealers." At the bottom, it states: "All of the proceeds will be donated to Breast Cancer Foundation." Social media icons for Facebook, Instagram, and Twitter are on the bottom left with handles: facebook.com/bridgestonesg, @Bridgestone.SG, and @BridgestoneSG. The Breast Cancer Foundation logo and website www.bcf.org.sg are on the bottom right. A small URL www.BRIDGESTONE.COM.SG/PINKVALVECAPDONATIONDRIVE is at the very bottom.

Bridgestone Pink Valve Cap Donation Drive Campaign.



Pink Valve Caps.