

# News Release



For Immediate Release  
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## **Bridgestone's Fight Against Breast Cancer Reaches New Heights**

Singapore (8 August 2017) — For the second consecutive year, Bridgestone Tyre Sales Singapore Pte Ltd (BSTSG) is teaming up with Breast Cancer Foundation (BCF) in the fight against breast cancer with the Pink Valve Cap Donation Drive Campaign running from 1 August to 31 October. Following the success of last year's campaign which netted S\$25,606.80 for BCF, this year's sale of pink tyre valve caps will be accompanied by a series of monthly events aimed at further boosting breast cancer awareness and raising funds for BCF.

"We are heartened by the overwhelming response to our 2016 campaign from both our tyre dealers and drivers. Thanks to everyone's support and contributions, we were able to raise a sizable amount for BCF and aid them in combating breast cancer. At BSTSG, we care about all members of our community regardless of race, religion or gender. The Pink Valve Cap Donation Drive Campaign is inspired by our Bridgestone Group Global CSR Initiative, "Our Way To Serve", where under its People pillar we employ our strengths to support our communities and enhance the way people live, learn and work," said Mr Michael Tan, Managing Director of Bridgestone Tyre Sales Singapore Pte Ltd.

During the campaign period, 10,000 packs of four pink tyre valve caps will be made available at \$4 each alongside donation boxes at 35 participating Bridgestone dealers' and business partners' stores. Owing to the success of the previous campaign, BSTSG is bringing more dealers and partners on board the initiative, many of whom are second-time participants.

This year, BSTSG is extending its outreach to include one event for each month of the campaign period. The effort will kick off with the Bridgestone 8th Golf Escapade 2017 in August, where it will drum up support from its fleet customers, tyre dealers and business partners. In September, the company will host the Bridgestone Charity Dinner – its first-ever charity dinner packed with fundraising programmes. The event series will culminate in the Breast Cancer Awareness month of October with the participation in BCF's Pink Ribbon Walk.

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All sales proceeds and donations collected throughout the campaign will go towards supporting BCF's various outreach and support programmes and services, and strengthen awareness among the community.

Commenting on the collaboration, BCF General Manager Ms Katherine Tan said, "BCF is delighted to partner Bridgestone Tyre Sales Singapore Pte Ltd once again for their Pink Valve Cap Donation Drive Campaign this year. This innovative initiative by Bridgestone Singapore as part of Breast Cancer Awareness Month 2016 created great interest last year and we are grateful for this partnership. The Pink Valve collaboration is an example of the corporate support that is so important to help BCF in its drive to bring attention to breast cancer through awareness and fundraising campaigns. As BCF celebrates its 20th Anniversary this year, we welcome our second year of partnership with Bridgestone and look forward to many more years of raising awareness and support together in spreading the message that 'Early Detection Saves Lives. Saves Breasts.'"

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

### ***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 with the mission to eradicate breast cancer as a life-threatening disease. Set up in 1997, BCF is committed to raising awareness about breast cancer through talks, events and publications that advocate early detection through regular screening. BCF also supports survivors, caregivers and their families through various counselling, education and empowerment. One of the first advocacy groups in the world with a Men's Support League, BCF aims to encourage greater male participation in society's fight against this affliction. For more information, visit [www.bcf.org.sg](http://www.bcf.org.sg) or follow us on [Facebook](#) and [Instagram](#).

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The poster features a large pink ribbon on the left side. At the top left is the Bridgestone logo. The main text reads: 'PLEDGE YOUR SUPPORT FOR THE BRIDGESTONE PINK VALVE CAP DONATION DRIVE TO RAISE BREAST CANCER AWARENESS!'. Below this, there is an image of four pink valve caps. A white box contains the text: 'Simply purchase a set of four pink valve caps for \$4 from any of the participating Bridgestone partners.' At the bottom, it states: 'All of the proceeds will be donated to Breast Cancer Foundation.' The footer includes social media links for Facebook, Instagram, and Twitter, the Breast Cancer Foundation logo and website, and a 20th anniversary logo for Bridgestone.

**BRIDGESTONE**

PLEDGE YOUR SUPPORT  
FOR THE  
**BRIDGESTONE**  
**PINK VALVE CAP**  
**DONATION DRIVE**  
TO RAISE  
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Simply purchase a set of  
**four pink valve caps** for **\$4**  
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All of the proceeds will be donated  
to **Breast Cancer Foundation.**

Find us on  
facebook.com/bridgestonesg  
@Bridgestone.SG  
@BridgestoneSG

**BREAST CANCER**  
**FOUNDATION**  
www.bcf.org.sg

CELEBRATING 20 YEARS

For more information, please visit  
[WWW.BRIDGESTONE.COM.SG/PINKVALVECAPDONATIONDRIVE](http://WWW.BRIDGESTONE.COM.SG/PINKVALVECAPDONATIONDRIVE)

Bridgestone pink valve cap donation drive campaign poster.

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