

## Bridgestone Korea donated 12 million won to Korea Pediatric Cancer Foundation

- Donations made through the Step Challenge in which participate all employees
- CSR programme with employee participation that unlocks donation when the target step is achieved



Bridgestone Tire Sales Korea(CEO Kim, Heon-young, [www.bridgestone-korea.co.kr](http://www.bridgestone-korea.co.kr), Bridgestone Korea hereafter), a subsidiary of Bridgestone Corporation, visited Korea Pediatric Cancer Foundation on December 23<sup>rd</sup>, 2019 to donate KRW 12 million.

Korea Pediatric Cancer Foundation is a nonprofit organization authorized by the Ministry of Health to support children with leukemia and pediatric cancer. The donations will be used to fund medical expenses and support the foundation's activities.

The donation is a part of CSR project to help enhance healthier lives, outlined by the 'People' of Bridgestone's global CSR commitment; Mobility, People, Environment.

Bridgestone Korea set a target of steps for five months from June to October 2019, and committed to donating funds to social institutions if the target is achieved by the employees.

With the active participation of its employees, Bridgestone Korea has achieved a result exceeding the total goal of 36 million steps in the last five months.

"All employees have actively walked and run to reach our goals. I would like to express my appreciation to them, hoping this support will be a help to children who fight against cancer." said Henry Kim, CEO of Bridgestone Korea.

Bridgestone operationalizes their global CSR commitment 'Our Way to Serve', focusing around three Priority Areas: Mobility, People and Environment, and will continue to find ways to improve these areas.

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