

Bridgestone Korea sponsors 'Moving Safety Class' for Sinmangwon Children

Bridgestone Tire Sales Korea(CEO Kim Heon-young, www.bridgestone-korea.co.kr), a subsidiary of Bridgestone, the world's number one tire company, held 'moving safety calss' for children of Shinmangwon, a social welfare institute, in cooperation with the Korea Children Safety Foundation.

Sinmangwon, a social welfare foundation, located in Yangpyeong-gun, Gyeonggi province, is a non-profit facility for children's welfare. Approximately 56 infants and children are living together within the facility. Bridgestone Korea has been conducting various sponsorship activities for the facility since 2017.

Bridgestone Korea has been planning to offer safety and prevention education programme for the children to protect themselves from dangers of everyday life and natural disasters. This led Bridgestone Korea to co-work with the Korea Children Safety Foundation and organize together safety class programme.

The safety class conducted on January 29th consists of safety precautions and emergency response activities such as traffic safety, everyday life safety, first aid, and fire extinguisher manipulation that enable children to protect themselves or help their friends in daily life environment.

Specifically, the children learned to fasten seat belts, to get on and off cars safely, to evacuate in the event of fire or earthquake, to use a fire extinguisher, and to enact correct CPR procedures.

In addition to the moving safety class, Bridgestone Korea help the facility replace old fire extinguishers and playground decks with new ones.

"The safety of children, who will lead future of the society, is the most basic condition for society to exist. The safety training programme for the children of Singmangwon children should be viewed this perspectives. Bridgestone Korea will continue to develop and implement corporate social responsibility programmes that will help everyone, from children to adults, enjoy a safe life."

Bridgestone, selling products in more than 150 countries worldwide, operationalises 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.

Safety education programme for the children at Shinmangwon co-organised by Bridgestone Korea and the Korea Children Safety Foundation is a part of CSR activity focusing on the safety of 'people', children in particular.

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