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Bridgestone Vietnam donates 10,000 USD for Integrated Early Childhood Development through "Step Challenge" program

Ho Chi Minh City (10th July 2019) — Bridgestone Vietnam donates 10,000 USD for Integrated Early Childhood Development (IECD) through “Step Challenge,” an internal program to promote for Olympic spirit, as well as, to build sustained healthy habits by sporting and walking. Thereby, contributes to the holistic childcare strategy for Vietnamese children. This meaningful donation is one of strategic moves of Bridgestone Vietnam in 2019 to prove Bridgestone Vietnam’s effort in building up a sustainable society and creating more opportunities for the future generation.

Take action for "The first 1,000 golden days" of children’s lives

The social, emotional, cognitive and physical development of a child is formed on their first 1,000 days in life. 60% of their capabilities for physical development and brain growth, is affected by “this golden period.” Nevertheless, up till 2018, multidimensional child poverty in Vietnam still has 5.6 million children, who live without the minimum basic needs.



They have suffered the lack of in education, health, nutrition, shelter, water and sanitation,

or social inclusion (Source: Internet)

To Bridgestone, human is the foundation of the development of society. The more we support for each individual's development, the more grow the society is. Understanding the need to seek and implementing an approaching strategy for holistic support to children, Bridgestone Vietnam donates 10,000 USD to Integrated Early Childhood Development (IECD) with a desire to shape the foundation for childhood development at early stages. The donation will be used in improving education, health, nutrition, shelter, water, and sanitation, or social inclusion... to improve child welfare in Dien Bien, Gia Lai, and Kon Tum. Besides the upcoming educational programs about environmental protection and safe mobility for primary students, this donation marks an important step of Bridgestone Vietnam in the CSR journey in 2019.

“Step Challenge” – A journey from Bridgestone to the future generation

Through “Step Challenge,” an internal program encouraging to build sustained healthy habits by sporting and walking, Bridgestone’s employees have donated their daily steps to the donation amount for the IECD project.

Besides the purpose of heading toward Olympic & Paralympic Tokyo 2020 as its strategic worldwide partner, “Step Challenge” is also a meaningful opportunity for Bridgestone Vietnam's employees to contribute to the community, to assist and to guide Vietnamese children and society in the journey to better and more sustainable future.



Bridgestone Vietnam will promote human developing activities for employees and community nationwide in 2019 and in the following years

About Bridgestone:

Bridgestone Corporation, headquartered in Tokyo, is the world's largest tyre and rubber company. In addition to tyres for use in a wide variety of applications, it also manufactures a broad range of diversified products, which include industrial rubber and chemical products and sporting goods. Its products are sold in over 150 nations and territories around the world.

The company proudly became a Worldwide Olympic Partner in 2014 and a Worldwide Paralympic Partner in 2018. The company has global rights to the Olympic Movement and Paralympic Movement through 2024, a period that includes the Olympic and Paralympic Games Tokyo 2020, Beijing 2022, and Paris 2024. The company is dedicated to delivering products, services and solutions that improve the way people move, live, work, and play, and its commitment to the Olympic Movement and Paralympic Movement continues a history of sport and innovation dating back more than 100 years. Bridgestone Olympic and Paralympic related activities are guided by a slogan "Chase Your Dream" message, which intends to inspire people to overcome obstacles and persevere in pursuit of their goals. As a worldwide partner, Bridgestone has marketing rights that include its full range of tires, tire services and selected automotive vehicle services, self-propelled bicycles, seismic isolation bearings, and a variety of building and industrial products.

Bridgestone Vietnam, which belongs to Bridgestone Corporation, officially entered Vietnam market since 2010. It is supplying tyre products across the country with philosophy "Serving Society with Superior Quality."

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