



Bridgestone donates \$50,000 to Leukaemia & Blood Cancer New Zealand

Bridgestone New Zealand has shown its commitment to its new charity partner, Leukaemia & Blood Cancer (LBC) New Zealand, with the first significant contribution from its 'Brighten Your Wheels' campaign.

Leukaemia & Blood Cancer New Zealand CEO Pru Etcheverry was presented with a cheque for \$50,049.33 by Bridgestone New Zealand Director, John Staples from the sale of specially designed, teal LBC New Zealand tyre valve caps through the Bridgestone Tyre Centre and Bridgestone Select network during November.

Bridgestone announced its partnership with LBC last year, seeing Bridgestone Australia and New Zealand aligning its charity partners on both sides of the Tasman and according to Ms Etcheverry, it is already making a significant impact.

"Leukaemia & Blood Cancer New Zealand is thrilled with how our partnership with Bridgestone is developing," Ms Etcheverry said.

"We loved the teal valve caps and have them fitted on all of the LBC New Zealand branded vehicles as well as our personal cars. It's a great initiative and we're delighted by the \$50,000 it has raised. It will go a long way in supporting the work LBC New Zealand does.

"This donation will go towards supporting LBC New Zealand's new Dunedin Support Centre, which opens next month, seeing our services expand in the South Island and allowing us to work closely with local patients and their families."

Leukaemia & Blood Cancer NZ supports patients and families with personalised support, providing information and education, funding research, raising awareness, and advocacy.

Bridgestone Australia and New Zealand Managing Director, Andrew Moffatt, says the donation is the first stepping stone of a long path together with LBC New Zealand.

"Bridgestone shares Leukaemia & Blood Cancer New Zealand's passion for supporting those faced with the challenges of blood cancer," Mr Moffatt said.

"This donation is a reflection of the commitment our team has for its charity partner. We're delighted to make this \$50,000 donation to LBC New Zealand and we look forward to making many more contributions in the coming years.

"In New Zealand and Australia we have teammates currently fundraising and preparing to shave their heads to support LBC New Zealand's Shave for a Cure and our Australian charity, the Leukaemia Foundation's World's Greatest Shave, demonstrating their commitment to the community and supporting the work of these organisations."

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*Hi-res image available by contacting Tom Worsley

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