

“Chase Your Dream Run” - The More You Run, The More We Give to Fulfill Thai Kids’ Dream of Sport Opportunities

Thai Bridgestone Co., Ltd., led by Mr. Hideyuki Takeda, Managing Director held the “Chase Your Dream Run Project” on 1 December 2018, at Wachira- benchathat Park, Bangkok. The Project was aimed at empowering Bridgestone’s teammates and all participants to overcome challenges through sports, by running for the betterment of society while developing healthier lives. With every round of running around the park, the distance was converted into the donation amount for supporting the sport field construction for Tako Pid Thong Border Patrol Police School at Suan Phueng, Ratchaburi.



Chase Your Dream Run started.



Mr. Hideyuki Takeda finished running at 10 km.

As a global partner in the Olympic and Paralympic Movements, Bridgestone is committed to inspiring the world to ‘Chase Your Dream.’ Hence, Thai Bridgestone initiated the ‘Chase Your Dream Run’ activity to drive 500 participants from Bridgestone management and Teammates with their families from Bridgestone Groups in Thailand. Bridgestone’s dealers and press, were also invited to join the run and work out to obtain the maximum distance within 2 hours.



Thai para athletes joined the Chase Your Dream Run.



Chase Your Dream fancy runner finished her running.

Mr. Hideyuki Takeda, Managing Director commented during the activity, “‘Chase Your Dream Run Project’ is initiated with the ultimate aim of strengthening all participants to be healthy and giving back to society. We learn that the kids from the school are passionate about sports. It is important to let them try lots of sport activities, so that they can develop a wide range of sport skills and find out what they enjoy. Increasing its commitment to support the global Olympic and Paralympic Movement aligns with the company’s ‘Chase Your Dream’ message, which aims to encourage people to overcome adversities and chase their own dreams. We, Bridgestone believe that supporting the sport field is even more inspirational to the kids. Having a good practising place can raise their sport training efforts and also inspire them to chase their dreams toward becoming a school athlete, provincial athlete, or representing Thailand as national athlete in the future.”



Bridgestone donated sport field to Tako Pid Thong Border Patrol Police School.



Chase Your Dream Run group photo.

About Bridgestone:

Bridgestone Corporation, headquartered in Tokyo, is the world's largest tire and rubber company. In addition to tires 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.

In Thailand, Bridgestone has managed to achieve sustainable growth and success through a great confidence from end-users, dealers, and automotive manufacturers since its production 49 years ago. Through our history, the company has shown a great determination to research, invent, and create excellent products that are suitable for domestic use. Additionally, together with well selected raw materials, state-of-the-art production facilities and machines, and highest standard of quality control, these enable Bridgestone to journey on the same path with corporate mission – “Serving Society with Superior Quality.”

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