

# News Release



For Immediate Release  
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## Elderly Folks in Lee Ah Mooi Benefit from Bridgestone's Gift of An Edible Garden



Group photo of Bridgestone Tyre Sales Singapore Pte Ltd and Bridgestone Asia Pacific Pte Ltd's staff

SINGAPORE (28 July, 2017) – Against the backdrop of a grey sky on a Saturday morning, Bridgestone Tyre Sales Singapore Pte. Ltd. and Bridgestone Asia Pacific Pte. Ltd. employees gathered at Lee Ah Mooi, home of the aged to contribute to the 110 elderly residents through gardening. The volunteering program is part of the tyre manufacturer's continuous effort to give back to society in countries that the company operates - a tenet of the company's global corporate social responsibility commitment, "Our Way To Serve."

Employees and management planted over 10 species of edible plants and medicinal herbs in Lee Ah Mooi's gardens. In deciding the type of plants to be planted, the tyre manufacturer and Lee Ah Mooi considered factors including usefulness, maintenance and hardiness. Apart from gardening, Bridgestone employees and their family members sang retro songs and gave out gift bags consisting of medical ointments and medical plasters to bring cheer to the elderly residents.

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Michael Tan, Managing Director of Bridgestone Tyre Sales Singapore Pte. Ltd. says, "Volunteering has instilled a greater sense of pride and personal fulfilment across Bridgestone. Between 2016 and 2017 the company committed over 190 hours to the elderly home. Apart from volunteering time and resources to help the less fortunate in society, in line with "Our Way To Serve," we are also partnering with Singapore Breast Cancer Society to raise awareness of the disease in Singapore."



Teammates and family members contributing their part to the gardening activity



Teammates scavenging the soil to make way for new plants

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Teammates planting medicinal herbs and plants in Lee Ah Mooi Old Age Home

## **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.*

*In the Asia Pacific region, Bridgestone locates its regional headquarters in Singapore, overseeing the operations of tyre production and sales facilities, as well as supplying its products across more than 25 over countries in the region. Bridgestone Asia Pacific plays a key role in facilitating this large and growing market as it contributes significantly to the entire Bridgestone Group.*

## **About Bridgestone Tyre Sales Singapore Pte Ltd**

*Bridgestone Tyre Sales Singapore Pte. Ltd. was officially registered for business in 2001. It is 100% owned by Bridgestone Asia Pacific Pte. Ltd. and handles distribution of Bridgestone brands for trucks, buses, light trucks, vans, passenger cars, forklifts, farm services, motorcycles and racing karts.*

## **About Lee Ah Mooi Old Age Home**

*Established in the mid-1960s, Lee Ah Mooi seeks to provide affordable, professional and personalised eldercare services for the sick and needy in Singapore regardless of race, language or religion.*

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