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Bridgestone Americas Supports the Nashville Pride Festival and Parade as Presenting Sponsor for 10th Consecutive Year

- **The milestone marks Bridgestone Americas' continued commitment to Diversity, Equity and Inclusion.**
- **Earlier this year, Bridgestone's DE&I Center of Excellence released its Second Annual DE&I Report to serve as a benchmark for progress.**
- **The Pride Festival and Parade aligns with Bridgestone's E8 Commitment focusing on sustainability and "Free to Be" initiative, encouraging teammates to bring their whole selves to work.**

NASHVILLE, Tenn. (June 23, 2023) – [Bridgestone Americas](#) (Bridgestone) will be the presenting sponsor of the [Nashville Pride Festival](#) for the 10th consecutive year. The sponsorship is part of Bridgestone's continued commitment to diversity, equity and inclusion (DE&I), as demonstrated by its employee resource groups, training programs and diversity initiatives across the organization.

This event has long represented an important annual moment for the company and its BPROUD Employee Resource Group that provides LGBTQ+ teammates and allies a platform for connection and support both within Bridgestone and in the community. The parade comes on the heels of Bridgestone's second DE&I Annual Report released earlier this year, which details the foundation of the organization's DE&I journey and how Bridgestone is pushing forward and committing to the workplace, workforce, marketplace and community.

"At Bridgestone, we're proud to be a presenting sponsor of the Nashville Pride Festival and Parade for 10 consecutive years," said Sara Correa, Chief Marketing Officer, Bridgestone Americas. "We are committed to promoting a culture that celebrates and champions the unique values, opinions, ideals and needs of our teammates, customers, communities and those that we serve. We believe this not only helps make us stronger as a company but strengthens Nashville as a whole."

The 2023 Nashville Pride Festival will take place on Saturday, June 24, and Sunday, June 25, at Bicentennial Capitol Mall State Park in Nashville. Bridgestone teammates will lead the Nashville Pride Parade.

This year's festival will feature more than 240 local vendors, including food trucks, art installations and three stages of live entertainment with over 100 performances and a children's and family area that will offer face painting, carnival games, prizes and more. Attendees are invited to visit Bridgestone's booth.

The annual Nashville Pride Festival and Parade is the largest LGBTQIA+ event in Tennessee and works to increase awareness for the equal rights for Lesbian, Gay, Bisexual and Transgender people and families. The annual celebration brings together thousands of individuals from diverse backgrounds to celebrate the history, culture and lives of the LGBTQIA+ community.

Bridgestone's participation in the festival again builds on the company's "Free to Be" initiative which emphasizes creating an inclusive culture that values individual differences and empowers teammates to bring their whole selves to work. Support for the festival also aligns with Bridgestone global E8 Commitment, which focuses on its transformation into a sustainable solutions company and opportunities related to equity and inclusion, sustainable mobility, environmental preservation, and more.

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About Bridgestone Americas, Inc.:

Bridgestone Americas, Inc. is the U.S.-based subsidiary of Bridgestone Corporation, a global leader in tires and rubber, building on its expertise to provide solutions for safe and sustainable mobility. Headquartered in Nashville, Tenn., Bridgestone Americas employs more than 45,000 people across its worldwide operations. Bridgestone offers a diverse product portfolio of premium tires and advanced solutions backed by innovative technologies, improving the way people around the world move, live, work and play.

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