

# News Release



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## CFNA Commits to Mastercard's® Priceless Planet Coalition Reforestation Goals

- **CFNA will provide funding to Conservation International to support the planting of 12 trees for each submitted Bridgestone co-branded Mastercard credit card application between October 30 and December 31\* in support of Mastercard's Priceless Planet Coalition**

**CLEVELAND, OH (October 31, 2023)** — [Credit First National Association](#) (CFNA), a limited purpose, nationally chartered credit card bank, is supporting the global commitment of Mastercard's [Priceless Planet Coalition](#) to fight climate change through the restoration of 100 million trees. This initiative is part of CFNA's efforts to contribute to a sustainable economy and to improve the planet. CFNA, a Bridgestone company, is aligned with [Bridgestone's](#) commitment to target reducing CO2 emissions 50% by 2030 and achieving carbon neutrality by 2050.

The Priceless Planet Coalition unites consumers, financial institutions, and merchants to fight climate change through the restoration of 100 million trees. Funding to support the planting of 12 trees will be provided to Conservation International for each Bridgestone co-branded Mastercard credit card application (Firestone, Tires Plus, Wheel Works, or Hibdon Tires Plus brands) submitted between October 30 and December 31, or until \$2.5M is donated, whichever occurs first. CFNA's payment solutions serve 4.6 million cardholders and can be found in more than 2,200 Bridgestone retail locations nationwide.

"We're proud to partner with Mastercard on this initiative and support CFNA's and Bridgestone's commitment to a sustainable society that works in unity with our customers, partners, communities and the world around us," said **Brian Zempel**, CEO and President, CFNA.

"At Mastercard we are committed to tapping into the strength of our network of partners and products to create collective action for the planet," said Troy Dennis, SVP

of North America Product Lead for Prepaid, ESG, Fintech, and Physical Acceptance at Mastercard. “We are thrilled to collaborate with CFNA in support of their Bridgestone co-branded Mastercard credit card campaign that will contribute to the Priceless Planet Coalition and help us expand our forest restoration efforts.”

Mastercard’s Priceless Planet Coalition, guided by its restoration partners, [Conservation International \(CI\)](#) and the [World Resources Institute \(WRI\)](#), unites consumers, financial institutions, and merchants in climate action and now includes nearly 140 partners globally, including sustainability-minded merchants, fintechs and global banks. To learn more about the Priceless Planet Coalition, visit [PricelessPlanet.org](#).

**\*CFNA will provide funding to Conservation International to support the planting of approximately 12 trees for each Bridgestone co-branded Mastercard credit card application submitted between October 30 and December 31, or until a maximum donation of \$2.5M is provided, whichever occurs first.**

**About Credit First National Association (CFNA):**

*CFNA delivers trusted and powerful payment solutions to meet the mobility needs of business and daily life. As a limited purpose, nationally chartered credit card bank issuing private label and general purpose co-branded credit cards, and the consumer credit division of Bridgestone Americas, CFNA provides credit solutions for the Firestone Complete Auto Care, Tires Plus, and Wheel Works brands, in addition to customized retail credit services for other tire and automotive retailers— more than 8,000 merchants nationwide. With competitive interest rates, generous credit limits, and promotional financing, CFNA’s 4.6 million cardholders enjoy greater purchasing power and financial peace of mind.*