

**For Immediate Release**

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## **Bridgestone Helps Expand Girls Flag Football Through Donations to Five NFL Teams**

**NASHVILLE, Tenn. (October 10, 2024)** – [Bridgestone Americas](#) (Bridgestone) celebrated International Day of the Girl by announcing \$200,000 in new donations to support the nationwide growth of girls flag football. These contributions include \$40,000 for local programs through the Cleveland Browns, Dallas Cowboys, Los Angeles Rams, New England Patriots, and Tennessee Titans.

Teams are utilizing the funds to meet the unique needs associated with creating or expanding girls flag football programs in their local communities. Common examples include equipment, training, transportation, and technology.

Over the past two years, Bridgestone's collective donations and related girls flag football activities now total more than \$300,000. These efforts have directly helped more than 5,200 young women gain better access to the sport.

"We believe that leading on the field helps prepare girls to lead in any field. But first, they need the chance to play," said Caitlyn Ranson, senior manager of partnership marketing, Bridgestone Americas. "Right now, 12 states have sanctioned girls flag football as a high school sport and 19 more have pilot programs. This growth is exciting, but what really matters is creating more opportunities for girls to develop life-long skills through sport and empowering them to pursue their dreams."

Bridgestone also partnered with nonprofit Play Like a Girl!® and the five professional football teams to organize interactive Field Days in September and October. Hundreds of girls flag football players gathered across events in Los Angeles, Calif.; Boston, Mass; Cleveland, Ohio; Nashville, Tenn.; and Dallas, Tex., to run football drills with team representatives. Each event also featured a leadership panel with female executives who shared how their experience in sports has positively impacted their professional careers.

"Women athletes are an often untapped leadership pipeline in the workplace. They are, by nature, high achievers, influential leaders, and team players who have tremendous value for business. The skills girls and young women learn on the field translate beyond sports and can guide them throughout their lives," said Dr. Kimberly Clay, founder and

CEO of Play Like a Girl. "Young women who participate in sports develop the confidence and skills to accomplish ambitious goals like entering a male-dominated field. By providing equal access to sports, we can further bridge the gender gap and set up future generations for greater success."

Bridgestone's collaboration with Play Like a Girl and professional football is one extension of the company's broader What Really Matters platform. These efforts are designed to make positive and lasting impacts on people, the environment, and mobility in local communities where the company operates. Bridgestone's What Really Matters initiatives include grants from the Bridgestone Americas Trust Fund to more than 150 non-profit organizations nationwide. They also include other sports-related activities with the PGA TOUR, the Nashville Predators, Bridgestone Arena, and adaptive sports organizations.

The company's What Really Matters initiatives help deliver the values of the [Bridgestone E8 Commitment](#). This global corporate commitment outlines eight areas where the company is focused on contributing to a more sustainable world. Bridgestone's work with girls flag football supports the values of "Emotion" and "Empowerment".

For more information, visit [BridgestoneAmericas.com](https://www.bridgestoneamericas.com).

**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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