

News Release



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MEDIA RELEASE

September 3, 2015

Pink Caravan all set to boost awareness

The New Zealand Breast Cancer Foundation (NZBCF) Pink Caravan, which is purpose-built to travel New Zealand providing education on breast cancer, is ready to begin its tour for 2015, with the help and support of the Subway Road - Bridgestone Tyre Centre in Pukekohe, Auckland.

The caravan was serviced and fitted with brand new tyres at the centre yesterday, and will take off on a 10 week tour from Whangarei to Mosgiel next week, where specialist breast cancer nurses will answer the public's questions about the disease, show what the real-life signs to watch out for are.

Evangelia Henderson, Chief Executive of the NZBCF, says: "Breast cancer is the number one cancer for New Zealand women, and is much easier to treat if found early. That's why the Pink Caravan breast nurses are hitting the road for the second year running – to boost breast health awareness. They'll answer breast health questions, give advice on when to start mammograms and educate on what breast changes to look out for, ensuring the public knows what warning signs they need to get checked.

"We thank Bridgestone for helping us to get the Pink Caravan on the road."

John Staples, General Manager for Bridgestone New Zealand, says: "We are delighted to be continuing our support for the organisation as breast cancer is something that has touched the lives of many of Bridgestone's staff and customers in some way, and The NZBCF is a cause we feel passionate about helping."

The funky, retro-looking caravan will be parked in 32 towns throughout its travels, including Pukekohe Town Square on September 15 and nearby Waiuku New World supermarket on September 16.

You can also help Bridgestone support The NZBCF during the 2015 campaign period, by purchasing Pink Caps – pink valve caps that can go on just about anything with tyres. These can be purchased during the month of October at either Bridgestone Select, Bridgestone Tyre Centre or Firestone stores, or online from bridgestonepinkcaps.co.nz

Bridgestone is also running a Facebook page facebook.com/pinkcapdrive to support the Pink Caps campaign and share inspirational stories of those who have been affected by the disease.

About Bridgestone New Zealand Limited

Bridgestone New Zealand Limited was formed in September 1998, following the merger of two of the world's premier tyre companies: Bridgestone and Firestone. Today the Bridgestone Corporation is the world's leading tyre manufacturer, supplying quality tyres for cars, trucks, buses, construction and mining vehicles, industrial machinery, agricultural machinery, aircraft, motorcycles and others. In New Zealand, Bridgestone, Firestone and Supercat branded tyres are available throughout the country at a number of retailers, including Firestone, Bridgestone Select, Tony's Tyre Service, Bridgestone Firestone Commercial, Bridgestone Truck Centre, Bridgestone Tyre Centre and other Bridgestone stockists. These retailers also provide a comprehensive range of tyre-related services. Bridgestone New Zealand Limited has been awarded the internationally recognised carboNZeroCert™ certification since 2010.

<http://www.bridgestone.co.nz/>

About the New Zealand Breast Cancer Foundation

The New Zealand Breast Cancer Foundation is the country's foremost breast cancer education and awareness organisation. It is a non-government funded charitable trust promoting awareness of breast cancer, providing information and education, and raising funds to support breast cancer related initiatives including research, scholarships, medical grants, and the breast cancer patient registers. It also supports initiatives to help women with breast cancer around New Zealand. The Foundation was specifically established to educate all New Zealanders on the life-saving benefits of early detection and the importance of mammograms. Its symbol is the 'pink ribbon'. www.nzbcf.org.nz

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From left: Richard Roberts, Blair Parker, Craig Anderson and Blair Rientjes, of the Subway Road, Bridgestone Tyre Centre in Pukekohe, are preparing The New Zealand Breast Cancer Foundation Pink Caravan to tour the country providing education on breast cancer.