

## **Bridgestone sponsors a “Drive Green” mini-documentary on the National Geographic Channel**

Bridgestone is delighted to be a National Geographic Channel partner proudly affirming the company’s green initiative as its corporate social responsibility. The company shares the same vision with National Geographic Channel, which is to inspire people into caring about our planet through the channel’s smart Green programming, by means of a co-production called “*Drive Green*” mini-documentary. The series contains three episodes and features easy green driving tips to inspire consumers to change the way they drive, using different tyres and fuel, in an effort to reduce carbon dioxide (CO<sub>2</sub>) emissions.

The first mini-documentary premiered on National Geographic Channel in March 2010. National Geographic Channel viewers in Australia, New Zealand, Southeast Asia, India, Korea, US, Canada can also tune in to the green documentary via the special mini-documentary website - [www.ngcdrivegreen.com](http://www.ngcdrivegreen.com).

“*Drive Green*” is a collaborative effort between National Geographic Channel and Bridgestone Corporation, bringing the simple green living message to National Geographic Channel’s 315 million homes across 166 countries worldwide. “We are delighted Bridgestone has chosen National Geographic Channel as its global media partner to promote the company’s CSR initiative through the unrivalled National Geographic Channel network. Green living is a new lifestyle attitude, and *Drive Green* will definitely become a new motto for consumers,” said Jonathan Ellis, Senior Vice President, Revenues and Partnerships, National Geographic Channels Asia.

Apart from Asia, Bridgestone also supports National Geographic Channel in the US and Canada in its *Earth Day* campaign, an annual event to check the pulse of our planet with its green initiatives well received by the channel’s premium viewers.

### **About Bridgestone Corporation**

**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 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.

### **About National Geographic Channels International**

National Geographic Channels International (NGCI) invites viewers to live curious through its smart, innovative programming that questions what we know, how we view the world and what drives us forward. A business enterprise owned by National Geographic Television (NGT) and FOX Entertainment Group, NGCI contributes to the National Geographic Society's commitment to exploration, conservation and education through its six channels: National Geographic Channel, National Geographic Channel HD, Nat Geo Wild, Nat Geo Wild HD, Nat Geo Adventure and Nat Geo Music. Globally, National Geographic Channel (including NGC U.S., which is a joint venture of NGT and Fox Cable Networks Group) is available in more than 315 million homes in 166 countries and 34 languages. For more information, please visit [www.natgeotv.com](http://www.natgeotv.com).