Bridgestone Helps Spread the Christmas Sparkle

It’s an unfortunate reality that many people with blood cancer will have to spend the festive season in hospital.

But that doesn’t mean they need to miss out on their share of Christmas cheer.

In December, Bridgestone Australia partnered with the Leukaemia Foundation to bring a little festive sparkle to patients and their families as part of its Deck the Wards initiative.

Armed with Christmas trees, tinsel, baubles and crackers, Bridgestone employees joined Leukaemia Foundation staff and volunteers to decorate haematology wards and day clinics across the country.

Andrew Moffatt, Managing Director of Bridgestone Australia and New Zealand, said the Company was extremely proud of its association with Deck the Wards.

“It’s become a tradition for us to join forces with our friends at the Leukaemia Foundation at this special time of year to help lift the spirits of blood cancer patients and those that care for them,” Mr Moffatt said.

“Every year we receive heart warming feedback from not only patients and their families, but also hospital staff. It goes to show that even a small gesture, such as putting up a Christmas tree, can really brighten a person’s day.”

Bridgestone employees visited six hospitals including the Flinders Medical Centre; Royal Adelaide Hospital; Royal Hobart Hospital; Alfred Hospital; Fiona Stanley Hospital; and Mater Private Hospital.

Bridgestone Australia is a proud partner of the Leukaemia Foundation and has been for 29 years, providing patient transport vehicles, assisting with patient accommodation and more.