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Bridgestone throws its muscle behind charity event

Bridgestone Australia has thrown its support behind the Leukaemia Foundation’s Aussie Muscle Car Run, signing up as a Principal Partner to the popular event for another year.

In 2015, more than 250 car enthusiasts are expected to trek thousands of kilometres in three epic adventures in three states. The events will take place in the Northern Territory in June, Western Australia in October and South Australia in November.

The Leukaemia Foundation and Bridgestone Australia hope participants driving much-loved cars which hark back to the glory days of Bathurst during the 60s and 70s will reach an impressive $1 million fundraising target.

Bridgestone Australia Director Corporate Services and Risk Management Joanne Denley said the Company has been Principal Partner of the Aussie Muscle Car Run for the past three years and is keen to keep the event on the road in 2015.

“We’re excited to be able to support the Leukaemia Foundation’s work in helping Australians with blood cancer and their families through this unique event,” Ms Denley said.

“It’s a great chance for participants to take their beloved wheels on a leisurely ride through some of the country’s most scenic spots while raising funds for a very important cause along the way.”

This year, more than 100 people took part in the Aussie Muscle Car Run, raising more than $520,000.

Leukaemia Foundation General Manager SA/NT Simon Matthias said he was thrilled Bridgestone Australia’s support of the event would continue.

“Each year the Aussie Muscle Car Run gets bigger and better and we’re excited to have Bridgestone getting behind the event again,” he said.

“As well as securing vital funds, the leisure cruise fundraising initiative helps raise awareness about leukaemia, lymphoma and myeloma in regional areas. Bridgestone’s involvement makes it possible for us to do this and we’re very grateful.”
The four-day Northern Territory event, which has the catch-cry ‘Livin’ the dream... time’, will leave from Darwin in June and visit locations such as Kakadu, Katherine and Jabiru. The event will also include motorsport at Hidden Valley Raceway on days one and four.

Participants in Western Australia have the opportunity to be ‘Revvin’ in the wild wild West’ as part of the 1400km journey from Perth. The six-day journey sets off in October and includes stops in Busselton, Albany and full track motorsport at Barbagallo Raceway, as well as a visit to the York Motor Museum.

Cars can turn into ‘Beasts to the Max’ during the South Australian run, for which the iconic Australian film series Mad Max is the inspiration. Participants will visit shooting locations such as Silverton where the cars will be put through their paces, before heading west and concluding the 2218km journey. The trek will also incorporate motorsport at Mallala Raceway and the Whyalla Drags.

Participants in the Aussie Muscle Car Run raise money by hosting community events, running raffles and asking for donations from families, friends and colleagues.

Registrations are now open at [www.aussiemusclecarrun.com](http://www.aussiemusclecarrun.com)

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