



## Used Tires Wanted at Kal Tire's Customer Appreciation Day, Sunday, August 17<sup>th</sup>

For Immediate Release

**Victoria, BC:** As a part of their Customer Appreciation Day on Sunday, August 17<sup>th</sup>, Fort Nelson's Kal Tire has partnered with Tire Stewardship BC (TSBC) to offer its customers and the public a Tire Round Up. From 10am to 2pm, community members can bring their used tires – on or off rim – to Kal Tire, which will then be collected recycled into products such as playground surfacing, coloured landscaping mulch, athletic tracks, garden stones, flooring and more.

Since the program started in 1991, more than 65 million tires have been collected and diverted from the environment.

After dropping off their tires, families and community members can enjoy the games, prizes, barbecue and other activities provided by Kal Tire as a part of Customer Appreciation Day.

**WHAT: Customer Appreciation Day & TSBC Tire Round Up**  
**WHEN: Sunday, August 17<sup>th</sup>, 10am-2pm**  
**WHERE: Kal Tire**  
**4504 55 Street, Fort Nelson, BC V0C 1R0**

TSBC actively encourages schools and municipalities to consider the use of BC rubber in their projects. In addition, TSBC provides funding in the form of grants to not for profit organizations that use BC recycled rubber in their projects. To date \$2.9m have been awarded in grants to over 180 projects in BC. The 2013 Community Grant Program alone kept over 1.3 million pounds of rubber out of BC landfills by contributing more than \$800,000 towards the use of crumb rubber in community projects throughout the province.

Knowing where to drop off your tires and other products for recycling is even easier with **BC Recyclepedia**. This tool is available on the Recycling Council of BC web site at [www.rcbc.bc.ca](http://www.rcbc.bc.ca) or in the App Store. The free app is a quick and simple tool that helps users find over 1,000 drop-off locations and recycling options for over 70 materials and products across BC, including materials such as tires, furniture, organic materials, textiles, electronics, small appliances, electrical equipment and lighting products, and more.

### About TSBC

Tire Stewardship BC (TSBC) is a not-for-profit society formed to accept responsibility for the provincial scrap-tire recycling program. TSBC submitted its Stewardship Plan to the Ministry on August 17, 2006. Ministry approval was received on September 19, 2006. On January 1, 2007 TSBC launched the new scrap-tire recycling program replacing the government-run program that had been in place since 1991. For more information visit [www.tirestewardshipbc.ca](http://www.tirestewardshipbc.ca).

### Reference

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