



MEDIA ADVISORY

FOR IMMEDIATE RELEASE

Pacific Institute for Sport Excellence \$1 Million Track Project Commences *Tire Stewardship BC Community Grant Program Contributes \$100,000*

Vancouver, May 22, 2015 – Tire Stewardship BC (TSBC) is thrilled to participate in the groundbreaking event taking place at the Pacific Institute for Sport Excellence on Wednesday, May 28th in Victoria.

With an opening scheduled for Fall 2015, the 4-lane, 400-metre track includes a spectator seating area and a wheelchair accessible incline training area around the all-weather, multi-sport field. The track project will provide a host of training and physical activity opportunities for athletes from all over Canada and Greater Victoria residents, further alleviating the shortage of accessible quality tracks in the region.

The recycled BC rubber surfacing provides a wonderful cushioned surface with many added benefits including ease of use for those with mobility challenges, increased safety and long-term durability. A total of 4,624 recycled BC tires will be utilized in this project covering the track and incline hill.

Local athletes, community members, donors and supporters of the track project will be in attendance. The ground breaking activities will also include speeches from: Minister of Social Development and Social Innovation, Michelle Stilwell, PISE CEO, Robert Bettauer and Rosemary Sutton, Executive Director of TSBC. Media interviews and photo opportunities will be provided.

EVENT: PISE Track Groundbreaking Event
LOCATION: 4371 Interurban Road, Victoria, BC
DATE: Thursday, May 28th, 2015
TIME: 12:15 PM

About Tire Stewardship BC

Tire Stewardship BC is a not-for-profit society formed to accept responsibility for the provincial scrap tires recycling program. Through its Community Grant Program, TSBC has proudly created new value from old tires by contributing over \$3 million to 193 projects in 77 BC communities that have used recycled rubber. For more information on Tire Stewardship BC, visit www.tsbc.ca.

For more information, please contact:

Ishra Sharif
604-484-3271
ishra.sharif@grey.com