



TIRE STEWARDSHIP BC STEPS IN TO HELP CLEAN UP ILLEGAL DUMPSITE

Crews will remove hundreds of tires dropped off near Kelowna

**For immediate release
June 11, 2018**

Victoria, B.C. – Tire Stewardship BC (TSBC) is offering services to assist in cleaning up an area being used as an illegal dumping grounds in between Kelowna and Peachland.

“We are thrilled to be able to offer our services to the Regional District and the community surrounding this illegal dumpsite. Our program takes pride in knowing the tires will be disposed of in an environmentally-friendly way, and the area will be cleaned up for those who live in the area.” – Rosemary Sutton, Executive Director, TSBC

According to media reports, the illegal dumpsite located on the hill near the intersection of Highway 97 and the Okanagan connector was found back in October by the Peachland Fire Department. Hundreds of tires have been dumped there, along with household waste, broken appliances and construction debris. It is not known who has been dumping the illegal waste.

The property is owned by the Provincial Government, and a clean-up initiative was launched by the Regional District of Central Okanagan with the assistance of the Okanagan Task Force, staff from nearby Gorman Bros. Lumber Mill and numerous resident volunteers in the area.

Tire Stewardship BC has offered to step in and help the regional district by removing the hundreds of tires left behind, then transport, recycle and dispose of them in an environmentally responsible way. The scrap tires will be ground into crumb rubber and used to create a variety of products including athletic tracks and playground surfaces.

Media are invited for a photo opportunity as the TSBC truck pulls in to pick-up, remove and transport all the tires out of the area.

Event: Illegal Dumpsite Tire Pick-Up
Date: Tuesday, June 12
Location: 3250 Hwy 97, West Kelowna
Time: 8:30 A.M

Media is asked to please RSVP to knichols@lbmq.ca

For details on the Tire Stewardship BC program, please visit www.tsbc.ca.

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About Tire Stewardship BC:

Tire Stewardship BC is a not-for-profit society formed to accept responsibility for the provincial scrap tires recycling program. Tire Stewardship BC was founded by the Rubber Association of Canada, The Retail Council of Canada, Western Canada Tire Dealers and the New Car Dealers Association in 2007 and continues to be governed by a Board that is made up of representatives from these four organizations. Industry-led product stewardship is a provincial government strategy to place the responsibility for end of life product management on the producer and consumers of a product, not the general taxpayer or local government.

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