



Retailers ready to provide a home for “orphan” tires

Vancouver, May 7, 2008 – In a bid to take pressure off the province’s landfill sites, B.C. motorists are being offered a free and easy way to dispose of their “orphan” scrap tires by bringing them to participating tire retailers. Scrap tires are described as orphans until they have been collected and sent for recycling.

Starting May 12, drivers can drop off up to four scrap passenger or light truck tires for recycling at more than 270 participating tire retailer locations at no charge.

Tires can only be dropped off during the retailer’s hours of business, and motorists must ensure that the tires are not mounted on wheels and that the interiors are clean, dry and free of debris, such as pebbles or soil.

The new drop-off program, which is being launched during *Be Tire Smart Week* from May 12 to 18, is a year-round initiative that provides British Columbians with a permanent, cost-free option for scrap tire disposal.

“The goal of the ‘Return to Retailer’ scrap tire disposal service is to provide consumers with a free alternative to disposing of their tires in landfills,” says Mike Hennessy, Executive Director of Tire Stewardship BC, the not-for-profit society that manages B.C.’s tire recycling program. “Until now, motorists with scrap tires cluttering their garage or car port had no alternative but to take them to a landfill.”

According to Tire Stewardship B.C., the new disposal option will make a major contribution to improving the efficiency of tire collection and recycling operations across the province. Tires that are brought to landfills and waste station sites are stored for eventual shipment to tire recycling centres, creating additional costs. The new initiative is expected to divert the vast majority of tires away from landfills and greatly reduce this burden.

“British Columbians have a well-earned reputation for being environmentally conscious,” says Hennessy. “We expect motorists will take full advantage of this new service to take pressure off our landfills. We remind everyone that this is a permanent program and there are no drop-off deadlines. Consumers are able to bring in their orphan scrap tires to participating retailers on a year-round basis.”

During *Be Tire Smart Week*, representatives of Tire Stewardship BC will be actively promoting the new scrap tire disposal program and encouraging participation. Drivers who want to dispose of their used tires can find participating retailers in their area by visiting www.tsbc.ca or by calling toll free 1-866-759-0488.

As mandated by the Government of British Columbia, Tire Stewardship BC works to ensure that all scrap tires in British Columbia are recycled responsibly, which is used in the manufacture of a broad range of products— from athletic tracks and synthetic turf fields to playground surfacing and commercial flooring.

"The province of B.C. is committed to responsible product stewardship," said Environment Minister Barry Penner. "Tire Stewardship BC's program is another good example of where government can work with industry to produce positive results for the environment."

British Columbians will also be hearing a lot about the environmental and fuel economy benefits of proper tire inflation and maintenance as part of *Be Tire Smart Week*. B.C. tire retailers are reminding motorists they can contribute to cleaner air and save on fuel bills by measuring tire pressure each month to ensure their tires are inflated to the vehicle manufacturer's recommendation.

Nationally, Canadian drivers burn an additional 643 million litres of fuel annually because one of more of their tires are under-inflated, according to data from Natural Resources Canada. This wasted fuel releases an additional one million tonnes of carbon dioxide into the air and will cost drivers an estimated \$772 million in extra fuel bills in 2008.

British Columbians interested in learning more about *Be Tire Smart Week* and how they can protect the environment, their family and their pocketbook through proper tire inflation and maintenance are invited to visit www.betiresmart.ca.

"The *Be Tire Smart Week* campaign is proud to help create awareness of Tire Stewardship BC's ground-breaking initiative to advance used tire collection and recycling in British Columbia," says Gilles Paquette, Communications Manager for the Rubber Association of Canada, which represents the tire industry and coordinates *Be tire Smart Week* campaign nationally. "This innovative program reinforces British Columbia's leadership in tire stewardship and recycling and serves as an example for the rest of Canada."

Be Tire Smart Week is an advocacy campaign designed to enable tire retailers to play a leadership role in educating the motoring public about the benefits of proper tire inflation and maintenance. The campaign is a joint initiative of the Rubber Association of Canada and Natural Resources Canada's Office of Energy Efficiency. ***Be Tire Smart – Play Your P.A.R.T.***