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48,000 TIRES COLLECTED IN WEEKEND RECYCLING BLITZ

- Collection Events Across Ontario Divert Tires into New Products and Raises \$123,725 for the Sunshine Foundation Children's Charity-

TORONTO, June 30, 2011 – Ontarians took another step towards turning black to green, when more than 48,000 used tires were collected following a recent weekend recycling blitz organized by Ontario Tire Stewardship (OTS) and the Ontario Automotive Recyclers Association (OARA). The tires, which would be taller than 24 CN Towers if stacked one on top of one another, were dropped off at 64 OARA member locations around the province between May 27th and 28th.

The collection not only helped divert tires from landfills and burning, it also helped make dreams come true, by raising \$123,725 for the Sunshine Foundation of Canada. The collection allowance that OARA members receive for each tire dropped off was donated to the Sunshine Foundation. OARA matched each member's donation and this, coupled with an additional contribution from registered tire hauler Liberty Tire Recycling, means even more children with severe physical disabilities or life-threatening illnesses will be helped. The number of tires collected increased by more than 50 per cent over last year, and exceed the goal to raise \$100,000 for the charity.

"This is the second year that OTS and OARA have partnered to offer Ontarians a convenient way to recycle their old tires. The overwhelming response demonstrates that Ontarians are willing to actively contribute to a greener Ontario and at the same time want to be part of a great cause," said Andrew Horsman, Executive Director, Ontario Tire Stewardship. "These collections events are just one example of the great work being done by Ontario Tire Stewardship. The Used Tires Program is helping our environment, creating green jobs for Ontarians and contributing to the development of new, more sustainable consumer products."

"The 64 OARA locations across the province that participated in this event have demonstrated a commitment to finding environmentally friendly solutions for disposing of automotive parts and we are proud of their contributions," said Steve Fletcher, Executive Director of OARA. "We'd like to congratulate Woodbeck Auto Parts in Stirling for collecting 4,011 tires, the most collected in the province. Woodbeck's event raised more than \$10,000 for the Sunshine Foundation! We are delighted that the contributions of all of our business partners will help make a dream come true for some very deserving children."

Through the Used Tires Program, OTS tracks and manages how the approximately 12 million tires sold in Ontario every year are handled once they reach the end of their service life, diverting them from burning and landfill. Before the Program came into effect in September 2009, scrap tires were routinely burned for fuel in cement kilns, illegally dumped or added to growing stockpiles around the province. Thanks to the Used Tires Program, Ontarians can now drop off up to four used tires each for free at hundreds of registered collection locations around the province and the tires collected will be reused or recycled into new consumer products like rubber mulch, door and car mats and roof shingles.

Please visit GreenMyTires.ca for details on registered collectors across the province

PHOTO OPPORTUNITY

What: OARA, OTS and Liberty Tire Recycling will present the Sunshine Foundation with a cheque for \$123,725 to help support children with severe physical disabilities and life-threatening illnesses

When: July 6, 2011 at 11:00AM

Where: Woodbeck Auto Parts Ltd.
87 Woodbeck Road RR#1
Stirling ON K0K 3E0

To coordinate interviews or photos please contact Amanda Santino at asantino@environicspr.com or 416-969-2756.

About the Sunshine Foundation

The Sunshine Foundation of Canada makes dreams come true for children living with severe physical disabilities or life-threatening illnesses. For more information, visit www.sunshine.ca.

About OARA

The Ontario Automotive Recyclers Association (www.oara.com) represents 130 professional auto recyclers across Ontario who recover and recycle end-of-life vehicles for their parts reuse and materials recycling.

About OTS

Ontario Tire Stewardship (www.OntarioTS.ca) is an Industry Funded Organization implementing and operating the approved Used Tires Program, a province-wide scrap tire solution for on-road and off-road tires supplied into the Ontario market, diverting them away from burning and land fill to reuse and recycling.

Image of mountain of tires collected available upon request.

To arrange an interview with a spokesperson from OTS or OARA please contact:

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