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**TBC Contact: Jamie Levin
561-383-3000 x2527**

**RMHC Contact: Kristin Hylek
773-547-1018**

**Tire Kingdom and NTB Tire & Service Centers Celebrate One-Year Anniversary
of its *Aligned in Hope* Partnership with Ronald McDonald House Charities**

PALM BEACH GARDENS, FL — March 5, 2021 — [TBC Corporation](#), the parent company to automotive maintenance and tire centers [Tire Kingdom](#) and [NTB Tire & Service Centers](#), is celebrating the one year anniversary of its *Aligned in Hope*™ campaign, a partnership TBC Corporation created with [Ronald McDonald House Charities](#) (RMHC) in February 2020.

RMHC is a nonprofit organization that helps families with ill or injured children stay together and close to the medical care their child needs at leading hospitals worldwide. *Aligned in Hope* provides support to RMHC, local Chapters and families through a variety of benefits, including lifetime discounts on tires and maintenance services at all NTB and Tire Kingdom stores; discounted services for Ronald McDonald House shuttle vehicles used to transport families; and charitable corporate donations from NTB and Tire Kingdom. Throughout the year, associates also gave back through letter writing campaigns, snack pack drives, donations, volunteer opportunities and much more.

During the first year of the partnership, TBC supplier partners Interstate Batteries, Michelin and Valvoline joined in supporting *Aligned in Hope* with a monetary donation to RMHC Global and the organization's network of local Chapters. TBC and RMHC are eager to introduce the partnership to more supplier partners as the organizations embark upon their second year of partnership starting later this month with the support of the *Aligned in Hope* campaign from Cooper Tires.

To recognize the year anniversary of the partnership, NTB is inspecting four local Chapters' fleet vehicles and covering the cost of product and services up to \$1,000 per Chapter to further reinforce the *Aligned in Hope* partnership and TBC's support of the RMHC mission. This donation will help local Chapters and their fleet services transport families to and from the hospital for treatment. The participating Chapters include - [RMH Durham & Wake](#); [RMHC Northeast Ohio](#); [RMHC of St. Louis](#); and [RMH of Houston](#).

"It's motivating—and very rewarding—to see our associates and supplier partners step up to help make a difference in people's lives," said Erik R. Olsen, President & CEO of TBC Corporation. "We believe RMHC families should be empowered to focus on their child's medical journey without



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worrying about vehicle maintenance. *Aligned in Hope* affords us the opportunity to give back to RMHC families while doing what we do best, which is fix cars. As a company, we strive every day to achieve our core values, one being able to leave everything better. *Aligned in Hope* allows us to fulfill that obligation. I look forward to building upon what we started a year ago with *Aligned in Hope* and our partnership with RMHC.”

An integral part of TBC and all business units spanning retail, franchise, wholesale, distribution, ecommerce and corporate shared services is corporate social responsibility (CSR). The company has been giving back to the communities it serves for many years and has initiatives that are driven by the company and by its Associates, all communicated via a formalized program called *TBC Driven To Give* (#TBCDrivenToGive).

“We extend our gratitude to TBC Corporation and its supplier partners for their dedication to RMHC and the children and families we serve,” said Kelly Dolan, President and CEO, RMHC. “We are inspired by the generous support exhibited through the *Aligned in Hope* campaign and look forward to our continued partnership.”

ABOUT NTB® TIRE & SERVICE CENTERS

NTB® Tire & Service Centers provides a broad range of automotive maintenance and tire services at more than 400 retail locations. A brand of TBC Corporation, NTB is known as a trusted name in the automotive aftermarket due in large part to their trained and certified ASE technicians, exceptional customer service, and state-of-the-art equipment. To locate a store near you, visit NTB.com.

ABOUT TIRE KINGDOM® SERVICE CENTERS

Tire Kingdom® Service Centers, founded in West Palm Beach, Florida in 1972, provides a broad range of automotive maintenance and tire services in more than 190 retail locations throughout Florida. A brand of TBC Corporation, Tire Kingdom is known as a trusted name in the automotive aftermarket due in large part to trained and certified ASE technicians, exceptional customer service, and state-of-the-art equipment. To locate a store near you, visit [Tire Kingdom.com](http://TireKingdom.com).

ABOUT TBC CORPORATION

For more than 60 years, TBC Corporation (TBC), one of North America’s largest marketers of automotive replacement tires through a multi-channel strategy, has been a tire company ahead of the



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curve. Through worldwide operations spanning wholesale, retail, and franchise, TBC provides customers top tier brands and automotive maintenance and repair services with the underlying mission to exceed customer expectations. TBC serves wholesale customers in the United States, Canada and Mexico through [TBC Brands](#), [National Tire Wholesale \(NTW\)](#), [TBC International](#), and [TBC de Mexico](#). Additionally, TBC responds to the needs of consumers in search of total car care at more than 600 company-operated tire and automotive service centers under the brands [Tire Kingdom®](#) Service Centers and [NTB®](#) Tire & Service Centers. TBC, through a subsidiary, also owns the [Big O Tires®](#) and [Midas®](#) franchise systems.

ABOUT RONALD MCDONALD HOUSE CHARITIES

Ronald McDonald House Charities® (RMHC®), is a non-profit, 501(c)(3) corporation that creates, finds, and supports programs that directly improve the health and well-being of children and their families. Through a global network of over 260 Chapters in 62 countries and regions, RMHC enables, facilitates and supports family-centered care through three core programs: the Ronald McDonald House®, the Ronald McDonald Family Room® and the Ronald McDonald Care Mobile®. RMHC programs help families with ill or injured children stay together and near leading hospitals and health care services worldwide, ensuring they have access to the medical care their child needs while fully supported and actively involved in their child's care. For more information, visit rmhc.org. Follow RMHC on [Twitter](#), [Facebook](#), [Instagram](#) and [LinkedIn](#).