



FOR IMMEDIATE RELEASE

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

TBC Corporation Associates Lend a Helping Hand

Donations made to company's internal 501(c)(3) organization when associates get COVID vaccine

PALM BEACH GARDENS, FL — April 15, 2021 — As COVID vaccines become more readily available across the country, [TBC Corporation](#), a leader in the tire and automotive service industry with several trusted well-known brands, including retail brands [Tire Kingdom Service Centers](#) and [NTB Tire & Service Centers](#), and franchise brands [Big O Tires](#) and [Midas](#), has launched a new initiative for its associates.

When completed COVID-19 vaccination cards are submitted by TBC associates to Human Resources, a donation will be made to Helping Hands, the company's associate-funded 501(c)(3) organization that financially supports TBC associates who experience catastrophic and life-altering events through no fault of their own. For every 100 cards submitted, TBC Corporation will donate \$5,000 to the company's 501 (c)(3).

"As an essential business, our locations have remained open throughout the pandemic serving our customers and delivering on our mission *to enable people to live, work, and play – safely and easily,*" said Brian Maciak, Executive Vice President & General Counsel for TBC Corporation whose team also oversees Helping Hands initiatives. "Our associates' perseverance fueled by their commitment to one another and the community has been the driving force behind our success for 65 years, especially throughout this last year, and what better way to recognize the efforts and dedication of our team members than to support initiatives that are designed to lend a hand to associates during times of need."

Helping Hands provides TBC associates an opportunity to make a difference at a time when a fellow team member needs it most reinforcing the company's Core Values and ongoing support of one another. By simply submitting a completed vaccination card for an action many already have planned, associates will make a difference by lending a Helping Hand.

###

ABOUT TBC CORPORATION

For 65 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 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.