



FOR IMMEDIATE RELEASE

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TBC Corporation Continues to Support the Community this Holiday Season
Leader in the tire and automotive industry continues to invest in community

Palm Beach Gardens, FL – December 17, 2020 – After learning that Feeding South Florida, South Florida’s largest food bank, is on the brink of a food shortage when its federal coronavirus aid dries up at the end of December, [TBC Corporation](#) (TBC), one of North America’s largest marketers of automotive replacement tires, has announced it will help fight against hunger this holiday season and share in the *#TBCDrivenToGive* spirit by supporting the agency with high-demand products for families in the community.

TBC Associates are donating food products, including peanut butter, cereal, rice, beans, pasta, canned fruits and vegetables, canned meals and household essentials. Associates are also able to make monetary donations where for every dollar donated, nine holiday meals are provided.

Since April 2020, TBC has supported Feeding South Florida and the needs of Palm Beach County with the donation of a 24,000-square-foot facility in Pembroke Park, which has been used as an overflow location for dry food. TBC will continue its facility donation along with providing financial aid to jumpstart its food drive.

“After learning that the demand for food has doubled in the community and families are in jeopardy, we knew we needed to help,” said Erik R. Olsen, President and CEO of TBC Corporation. “It’s important that we join together to help make sure families have food for the holiday and beyond. We are extremely proud as a company that we can help make life a little less stressful for those who depend on Feeding South Florida as we continue to battle COVID-19.”

The donation aims to support TBC's corporate social responsibility (CSR), an integral component of the corporation and all business units spanning retail, franchise, wholesale, distribution and ecommerce. In fact, one of the company's core values focuses on it — *leave everything better*. TBC Corporation has initiatives that are driven by the company as well as initiatives that are Associate-driven, all communicated to associates via a formalized program called *TBC Driven To Give* (*#TBCDrivenToGive*).

To reinforce the organization’s *TBC Driven To Give* mentality, in November, in recognition of Giving Tuesday, TBC Associates had the opportunity to vote for their top three charities and the company made a donation to the three organizations with the most votes – Ronald McDonald Charities, Habitat for Humanity of Palm Beach County and Place of Hope.

Like holiday seasons past, Associates have put on their “angel wings” to contribute to TBC’s Salvation Army Angel Tree initiative. The program provides Christmas gifts to disadvantaged children in the local area. Associates are also participating in meal distribution volunteer initiatives.

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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 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 720 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.