



**FOR IMMEDIATE RELEASE**

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

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

**Interstate Contact: Rachel Bryan  
214-838-5719**

**Interstate Batteries® Joins NTB Tire & Service Centers and Tire Kingdom  
to be *Aligned in Hope*™ to support Ronald McDonald House Charities®**

**PALM BEACH GARDENS, FL — July 6, 2020 —** [TBC Corporation](#), the parent company to automotive maintenance and tire centers [Tire Kingdom](#) and [NTB Tire & Service Centers](#), announced that [Interstate Batteries](#), the No. 1 automotive replacement battery brand, will support *Aligned in Hope*, a partnership TBC created with [Ronald McDonald House Charities](#) (RMHC) in March 2020.

During the month of July, the Dallas-based battery marketing and distribution company will support *Aligned in Hope* with a donation. To support the general public at large, Interstate will also offer a \$20 rebate off its MT and MTP brand batteries purchased from a participating NTB or Tire Kingdom from July 1, 2020 to August 31, 2020.

“At Interstate Batteries, we are committed to enriching lives in the communities we serve. We are honored to build upon this commitment and join our long-time partner TBC in supporting *Aligned in Hope*,” said Tyler Reeves, Chief Commercial Officer, Interstate Batteries. “The mission of RMHC – to create, find and support programs that directly improve the health and well-being of children and their families – is something we believe will make a positive impact on lives now and in the future.”

RMHC 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 and its local Chapters through the following efforts:

- After leaving the hospital, RMHC families receive a special membership card offering lifetime discounts on tires and maintenance services at any Tire Kingdom and NTB Tire & Service Center in the United States.
- Tire Kingdom and NTB Tire & Service Centers provide discounted services for Ronald McDonald House shuttle vehicles used to transport families.



## FOR IMMEDIATE RELEASE

- The TBC companies provide discounted products used on the Ronald McDonald Care Mobile, which provide access to medical, dental and health care resources in communities where children need it most.
- TBC Associates at more than 600 Tire Kingdom and NTB Service Centers throughout 18 states have the opportunity to support local RMHC Chapters, further reinforcing the team’s commitment to making a difference in the lives of RMHC families.

“On behalf of RMHC and the children and families we serve, I would like to thank NTB and Tire Kingdom for their continued support of the *Aligned in Hope* campaign and extend my appreciation to the Interstate Batteries team for their generosity,” said Sheila Musolino, President and CEO, RMHC. “Together, we are making a tremendous impact on the lives of families and their children as they fight to overcome medical hardships.”

An integral part of TBC and all business units spanning retail, franchise, wholesale, distribution, ecommerce and corporate shared services is corporate social responsibility (CSR). 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).

“We’re extremely fortunate to have partners like Interstate who, like all of us at TBC Corporation, feel strongly about supporting our communities,” said Erik R. Olsen, President and CEO, TBC Corporation. “Together we are *Aligned in Hope* and we are excited about the opportunity to continue supporting Ronald McDonald House Charities and all of their efforts.”

###

### **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](http://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 [TireKingdom.com](http://TireKingdom.com).



## FOR IMMEDIATE RELEASE

### 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 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 INTERSTATE BATTERIES

For more than 65 years, Interstate Batteries® has powered people down roads, trails and waterways and charged up businesses for success. Best known for its starting, lighting and ignition (SLI) batteries, its products have been under car hoods since 1952, each one backed by the company's service, quality and value. Interstate All Battery Center® provides portable power in both retail and commercial markets. Headquartered in Dallas, Texas, Interstate Batteries is an industry leader, recognized as the technician's choice for nine years and counting, and a global leader in safe lead handling practices. Guided by a set of common values, the company's purpose is to glorify God and enrich lives while delivering the most trustworthy source of power to the world. For more information, visit [InterstateBatteries.com](#).

### 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 65 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](#).