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Tire Kingdom Partners with the American Heart Association to Reimagine a Staff Lounge for a Local High School

PALM BEACH GARDENS, FL – August 6, 2021 – [Tire Kingdom® Service Centers](#), a leader in the automotive aftermarket space with 200+ stores throughout Florida headquartered in Palm Beach Gardens, worked alongside the [American Heart Association](#) (AHA) to reimagine and reinvent a staff lounge at Royal Palm Beach High School. For nearly 100 years, the AHA has been fighting heart disease and stroke and helping families and communities thrive.

On August 4, 2021, Tire Kingdom and the AHA unveiled a staff lounge that was transformed into a wellness area in an effort to improve mental and physical health for teachers, faculty, and staff enabling them to continue to provide the best support for students. The Royal Palm Beach High School wellness lounge includes an accent wall, comfy furniture, meditation tools, and wellness items, such as blood pressure cuffs, logs, and instruction manuals. Tire Kingdom also shared its peel-a-deal cards with the team to provide special discounts at Tire Kingdom locations.

The School District of Palm Beach County is the tenth largest in the nation and the fifth largest in the State of Florida. As the largest employer in Palm Beach County, the School District has 22,600 employees, including more than 12,900 teachers. Royal Palm Beach Community High School, part of the School District of Palm Beach County, is dedicated to meeting the holistic needs of all students.

“Teachers have, in my opinion, the most important job of all in taking care of our children, but before they can take care of children, they’ve got to take care of themselves. This room is great, we appreciate the American Heart Association and Tire Kingdom for helping us out with this. It’s great for the staff, it’s great for the school and it’s great for the community,” stated Jesús Armas, Ed.D., Principal at Royal Palm Beach High School.

For over 10 years, Tire Kingdom, a division of [TBC Corporation](#), has been a proud supporter of the AHA. In 2016, Tire Kingdom led the Palm Beach County Heart Walk campaign which raised \$1.1M for the mission of the American Heart Association, the most money raised in Palm Beach County Heart Walk history. Corporate social responsibility (CSR) is an integral component of TBC Corporation and all its business units spanning retail, franchise, wholesale, distribution and ecommerce. 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).



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“We are excited to further develop our partnership with the American Heart Association by sponsoring, volunteering and promoting new initiatives in Palm Beach County,” said Brian Maciak, EVP, General Counsel & Chief Compliance Officer of TBC Corporation, parent company of Tire Kingdom, who oversees social responsibility. “We are committed to building a culture of health and wellness and reimagining the staff lounge at Royal Palm Beach High School allowed us the opportunity to work together to build a healthy Palm Beach County.”

Photos available upon request.

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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 200 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.

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 \(NTW\)](http://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.