



**FOR IMMEDIATE RELEASE**

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**Tire Kingdom Expresses Appreciation to Those on the Front Lines of COVID-19**

*Retailer treats St. Mary's Medical Center, Palm Beach Children's Hospital  
and Quantum House to snow cones*

**PALM BEACH GARDENS, FL – September 18, 2020** – As South Florida continues to grapple with COVID-19, [Tire Kingdom](#), a leader in the automotive aftermarket space with 190+ stores throughout Florida and headquarters in Palm Beach Gardens, thanked medical staffers at St. Mary's Medical Center and Palm Beach Children's Hospital in West Palm Beach for their dedication and non-stop efforts to combat COVID-19 and continue to serve the community throughout COVID-19 by treating them to snow cones. The company also made a special visit to Quantum House.

On September 16, Tire Kingdom treated more than 225 employees, including doctors, nurses, therapists and staff at St. Mary's and Palm Beach Children's Hospital to a little sweet relief from Kona Ice. TBC also shared the *Essential Business Appreciation Offer* with the team to communicate special discounts for front line workers at all Tire Kingdom locations.

"We would like to thank the team at Tire Kingdom for this initiative. I know our staff is very appreciative of the support we've received from our community as we continue to provide compassionate care for our patients. The Kona Ice treat helped fill both the stomachs and hearts of many healthcare heroes at St. Mary's Medical Center and Palm Beach Children's Hospital," said Cynthia McCauley, CEO of St. Mary's Medical Center and Palm Beach Children's Hospital.

The company then made a stop at Quantum House, a supportive home in West Palm Beach for families whose children are receiving treatment in Palm Beach County for serious medical conditions. Quantum House offers families lodging, meals and a host of services designed to meet the needs of each family. Tire Kingdom and parent company TBC Corporation have been proud supporters of Quantum House for several years and were thrilled to bring some joy to the staff, families and children.

"TBC proves time and time again to be the best of community partners and holds a very special place in the hearts of the children and families who stay at Quantum House," recognized Robi Journey, CEO of Quantum House.

Corporate social responsibility (CSR) is an integral component of [TBC Corporation](#) and all its 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).



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“Frontline workers at St. Mary’s Medical Center, Palm Beach Children’s Hospital and Quantum House continue to put their own lives at risk helping others. They are true superheroes,” said Erik R. Olsen, President & CEO of TBC Corporation. “I am proud of our team’s efforts to give back to the community. And I am happy we’re able to bring some joy to the families at Quantum House who, on top of COVID, are fighting other battles. I hope we were able to help take their mind off their worries for a time and let the kids enjoy being kids.”

Photos available upon request.

### **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).

### **ABOUT TBC CORPORATION**

For more than 60 years, [TBC Corporation](http://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](http://TBC Brands), [National Tire Wholesale \(NTW\)](http://National Tire Wholesale (NTW)), [TBC International](http://TBC International), and [TBC de Mexico](http://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](http://Tire Kingdom® Service Centers) and [NTB® Tire & Service Centers](http://NTB® Tire & Service Centers). TBC, through a subsidiary, also owns the [Big O Tires®](http://Big O Tires®) and [Midas® franchise systems](http://Midas® franchise systems).