



FOR IMMEDIATE RELEASE

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Tire Kingdom Expresses Appreciation to Those on the Front Lines of COVID-19
Retailer treats Broward Health Medical Center team to snow cones

PALM BEACH GARDENS, FL – August 19, 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 Broward Health Medical Center in Fort Lauderdale for their dedication and non-stop efforts to combat COVID-19 by treating them to snow cones.

On August 12, Tire Kingdom treated more than 190 employees, including doctors, nurses, therapists and administrative staff, 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 are so grateful for all of the support we have received from our community. The Kona Ice truck certainly lifted spirits and brought a lot of smiles to our team. These amazingly generous acts of kindness are so appreciated,” said Heather Havericak, CEO, Broward Health Medical Center.

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).

“We recognize that the medical professionals are on the front lines, working tirelessly around the clock as the pandemic continues to grapple South Florida. They are the true heroes,” said Erik R. Olsen, President & CEO of TBC Corporation, parent company to Tire Kingdom. “This is just a small way to say, ‘Thank You’ for their efforts in fighting COVID-19. I hope we were able to lift their spirits a bit.”

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](#).



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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 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.