



**FOR IMMEDIATE RELEASE**

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

*Retailer treats Ascension Sacred Heart Hospital and Studer Family Children's Hospital at Ascension Sacred Heart to shaved ice*

**PALM BEACH GARDENS, FL – February 5, 2021** – As Florida continues to grapple with COVID-19, [Tire Kingdom® Service Centers](#), a leader in the automotive aftermarket space with 190+ stores throughout Florida headquartered in Palm Beach Gardens, thanked medical staffers at [Ascension Sacred Heart Hospital](#) and [Studer Family Children's Hospital](#) at Ascension Sacred Heart in Pensacola, Florida, for their dedication and non-stop efforts in combatting the virus and serving the community by treating them to shaved ice.

On January 29, 2020, Tire Kingdom treated the employees, including doctors, nurses, therapists, aides and administrative staff, to a little sweet relief from Kona Ice. Tire Kingdom also shared its *Essential Business Appreciation Offer* with the team to provide special discounts for front line workers at all Tire Kingdom locations. Tire Kingdom was proud to be able to offer the discount after recently opening two locations in Pensacola - 407 Brent Lane in Pensacola (opened September 2020) and 3730 Gulf Breeze Parkway (opened December 2020).

Ascension Sacred Heart is part of Ascension, the nation's largest Catholic nonprofit health system. Studer Family Children's Hospital is Northwest Florida's only hospital solely dedicated to the care of sick and injured babies and children.

"We want to thank Tire Kingdom for thinking of our associates during these challenging times. Knowing we have the support of our community helps us continue the fight," said Adrienne Maygarden, Service Line Director for Women's and Children's Services at Studer Family Children's Hospital at Ascension Sacred Heart.

For the past year, Tire Kingdom, a division of [TBC Corporation](#), has been treating hospital staffs across Florida to shaved ice to say, "Thank You" for all they are doing in the fight against COVID-19. 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).

"Throughout this past year, hospitals continue to be pushed beyond their limits and the first responders — the EMTs, doctors and nurses, and medical support teams — continue to prove that they are the real heroes in this fight," said Erik R. Olsen, President & CEO of TBC Corporation, parent company of Tire Kingdom. "We feel a profound sense of gratitude to the healthcare workers and first responders serving our communities. Bringing



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Kona Ice to the hospitals is our way to say, ‘thank you’ to everyone who has jumped into this fight and we feel fortunate to have the opportunity to do so.”

**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®](http://Tire Kingdom®) Service Centers and [NTB®](http://NTB®) Tire & Service Centers. TBC, through a subsidiary, also owns the [Big O Tires®](http://Big O Tires®) and [Midas®](http://Midas®) franchise systems.