



FOR IMMEDIATE RELEASE

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Tire Kingdom Donates Tires to Project 100

Team looks to assist the organization with fulfilling mission to help those in need in Tampa

PALM BEACH GARDENS, FL – April 6, 2021 – [Tire Kingdom](#), a leader in the automotive aftermarket space with 190+ stores throughout Florida and headquartered in Palm Beach Gardens, recently helped Tampa-based [Project 100](#) by donating four new tires for one of the organization’s vehicles. The team at Store 217 located at 1005 Bruce B Downs Blvd. in Wesley Chapel, FL was honored to “play a role and contribute to this worthwhile cause” said Store Manager Jay Garet.

Project 100 is a non-profit organization whose mission is to promote, produce and provide the support needed to create productive citizens in the Tampa community. Started in 2017, Project 100 initially had a goal to impact the lives of 100 homeless or economically deprived individuals by providing care packets filled with basic everyday essentials. Today, the organization organizes several local events to support the homeless or those in need.

“This was absolutely one of the smoothest processes we’ve experienced when the organization was truly in need of support,” said Brandon J. Evans, Sr., President and Founder of Project 100 about his experiencing working with team members at Tire Kingdom Store 217. “During this pandemic, we’ve had to adjust to a number of things, including a shortage of funding due to less fundraising opportunities. But with a full calendar of community events, the support must continue for our less-fortunate community and next-generation at-large. The Tire Kingdom team showed much love to Project 100 to ‘keep us rolling’ during this pandemic. They went above and beyond to make this happen and treated us like family while doing so.”

Corporate social responsibility (CSR) is an integral component of Tire Kingdom’s parent company [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 are grateful for the work Project 100 does for the community and we are proud of the organization’s drive and determination to continue pushing forward throughout the pandemic,” said Erik R. Olsen, President & CEO of TBC Corporation. “When we heard about the need for tires, our team was eager to assist. We’re extremely appreciative of the opportunity to support the organization and learn more about their mission.”

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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 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 [Tire Kingdom.com](http://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 \(NTW\)](#), [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.