



FOR IMMEDIATE RELEASE

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Tire Kingdom Expresses Appreciation to Those on the Front Lines

Retailer treats Boca Regional Hospital to shaved ice

PALM BEACH GARDENS, FL – September 15, 2021 – As South Florida continues to grapple with COVID-19, [Tire Kingdom® Service Centers](#), a leader in the automotive aftermarket space with 200+ stores throughout Florida headquartered in Palm Beach Gardens, thanked medical staffers at [Boca Raton Regional Hospital](#) located at 800 Meadows Road, for their dedication and non-stop efforts to combat COVID-19 by treating them to a much need refreshment.

On September 9, 2021 from 1:00-3:00 pm, Tire Kingdom treated front line workers including doctors, nurses, therapists 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.

Boca Raton Regional Hospital is one of only four hospitals in Palm Beach County to be designated by the Florida Agency for Healthcare Administration (AHCA) as a Comprehensive Stroke Center, and is also ranked #1 in Palm Beach County and among the best in the nation by the 2020-2021 U.S. News & World Report.

"It was TRULY amazing! We had a lot of smiling faces under their masks waiting in line for Kona Ice and more smiles as they were enjoying every bite of it," said Bina Wagjiani, Director of the hospital's Office of Patient Experience. "We must have had about 500 employees go through it in the 3 hours that it was set up."

Over the past year and a half, Tire Kingdom, a division of [TBC Corporation](#), has treated hospital staffs across Florida to shaved ice to say "thank you" for all they are doing in the fight against COVID-19. Through its [Giving Back Program](#), TBC Corporation and all its business units spanning retail, franchise, wholesale, distribution and ecommerce remain *Driven To Give* all year long (#TBCDrivenToGive). This program incorporates initiatives driven by the company as well as by associates delivering on one of the company's core values — *leave everything better*.

"We recognize that hospitals are stretched to the limits and overwhelmed with the surge in COVID patients, especially in South Florida," said Brian Maciak, EVP, General Counsel & Chief Compliance Officer of TBC Corporation, parent company of Tire Kingdom, who oversees social responsibility. "While this is just a small token of appreciation and gratitude for our heroes, we hope this sweet treat lifts their spirits and displays our sincere thanks."



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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 more than 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.