



CITY OF COEUR D' ALENE RECREATION DEPARTMENT BENEFITS FROM BEST TIRE & WHEEL AND UNIROYAL® TIRE'S COMMITMENT TO YOUTH SOCCER

COEUR D'ALENE, Idaho — (December 9, 2009) — City of Coeur d' Alene Recreation Department has received more than \$950 in both funds and equipment from Best Tire & Wheel and Uniroyal® Tire as part of an ongoing commitment. The program is currently in its tenth year of supporting youth soccer across the nation through the Uniroyal Soccer Program.

Since its founding in 2000, the Uniroyal Soccer Program has touched countless players and teams. This year the program is celebrating its 10-year anniversary, with nearly \$12 million in funds and equipment, including nearly one million soccer balls, given to youth soccer organizations across the country. And after 10 years of dedication, the program continues to grow, supporting more communities each year.

“This program is about making lasting relationships in the community and supporting our local youth,” said Doug Cremer from Best Tire & Wheel. “Contributing to the City of Coeur d' Alene Recreation Department through a larger youth movement gives us a great sense of accomplishment. The program is an opportunity to connect with the community, and we are delighted to see the players' smiling faces when they receive their soccer ball.”

“This grassroots initiative started originally with 200 dealers and has become a huge success,” said Jill Weninger Goulette, Uniroyal Tire marketing communications manager. “With 10 years of commitment and hard work, the program has grown to include over 1,000 passionate dealers like Best Tire & Wheel throughout North America. Bringing value and quality to families is what Uniroyal Tire strives for, and the soccer program enables us to do so in an unmatched way.”

To commemorate the 10-year anniversary of the program, Uniroyal is also giving away a soccer ball every day in 2009. Each daily winner will be entered into the Soccer Season Survival Giveaway for a grand prize of the top ten things needed for a great soccer season, including a \$500 gas card, a set of Uniroyal tires, a GPS system, a video recorder and more. To enter, or to get more details, go to www.UniroyalTires.com/sweeps.

Uniroyal® Tire is one of the world's leading tire brands for passenger and commercial cars, pick-ups, light trucks, mini vans and sport utility vehicles. Dating back to 1892, Uniroyal Tire has developed a reputation for providing high-quality, affordable tires including its Tiger Paw® and Laredo® series. Uniroyal tires offer just the right combination of dependability, traction and grip in almost every weather condition, and come with one of the industry's leading warranties.

To learn more about the Uniroyal Soccer Program, visit the brand's Web site at www.UniroyalTires.com. To learn more about Best Tire & Wheel, please contact Doug Cremer, 208-765-1914, located at 3020 Government Way in Coeur d'Alene.

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