



## **LANCASTER PARKS & RECREATION'S "EVERYONE PLAYS" SOCCER KICKS OFF SEASON WITH DONATION AND EQUIPMENT FROM UNIROYAL® TIRE AND SMETZERS TIRE CENTER**

LANCASTER, Ohio — (August 10, 2010) — With the 10<sup>th</sup> anniversary under its belt, the Uniroyal® Soccer Program is continuing to support local soccer across the nation. Starting August 20, players of Lancaster Parks & Recreation's "Everyone Plays" Soccer will receive certificates that can be redeemed for a free soccer ball at Smetzers Tire Center, while supplies last. After the 30-day program period, Lancaster Parks & Recreation will receive \$2 for every Uniroyal® tire sold to the general public on behalf of Uniroyal® Tire and Smetzers Tire Center.

Since the program's inception in 2000, the Uniroyal Soccer Program has provided nearly \$13 million in funds and equipment in excess of one million soccer balls, to more than 3,000 youth soccer programs across the U.S. and Canada. As a continuation of the 10<sup>th</sup> anniversary, Uniroyal® Tire will be giving away a soccer ball every day in 2010. For more information, please visit the website at [www.UniroyalTires.com](http://www.UniroyalTires.com).

"Giving back to our local community in such a unique way is phenomenal," said Mike Randolph of Smetzers Tire Center. "We look forward to connecting with players and parents from Lancaster Parks & Recreation Soccer when they come in for their free soccer ball."

"We are thankful we can provide such a distinct program for our dealers to be able to get involved in their communities," said Ashley Ramos, Uniroyal® Tire communications manager. "Soccer leagues depend on donations from partners like Smetzers Tire Center and we are proud to facilitate that partnership."

To continue Uniroyal's involvement in the soccer community, soccer fans will have the opportunity to become the official designer of the 2011 soccer ball in the Uniroyal Soccer Ball Design Challenge. The grand prize includes a \$1,000 check, a set of Uniroyal® tires, a \$500 car service gift certificate, 50 soccer balls featuring the winner's design, an Apple® iPad™ and more. Interested participants should visit [www.UniroyalTires.com/soccerballdesignchallenge](http://www.UniroyalTires.com/soccerballdesignchallenge) beginning July 1 for details.

Uniroyal® Tire is one of the world's leading tire brands for passenger and commercial cars, pick-ups, light trucks, minivans 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.

For the latest information about the Uniroyal Soccer Program and Uniroyal® Tires, visit the brand's website at [www.UniroyalTires.com](http://www.UniroyalTires.com) and find Uniroyal on Facebook at [www.facebook.com/UniroyalSoccer](http://www.facebook.com/UniroyalSoccer).

To learn more about Smetzers Tire Center please call Mike Randolph, 740-654-0161 at 777 S. Columbus St. in Lancaster, or visit [www.smetzertire.com](http://www.smetzertire.com).

###



Media Contacts:

Lindsay Garwood  
Public Relations, Trone  
336-940-5214  
[Lgarwood@trone.com](mailto:Lgarwood@trone.com)

Nadine Lussier  
Uniroyal Public Relations Manager  
450-978-4766 (office)  
514-912-1849 (mobile)  
[nadine.lussier@ca.michelin.com](mailto:nadine.lussier@ca.michelin.com)