



## UNIROYAL TIRE® AND S & S TIRE HELP KICK START SOCCER SEASON FOR AYSO REGION 310

PEORIA, Ariz. – (July 29, 2009) – For the 10<sup>th</sup> year in a row, the Uniroyal® Soccer Program is supporting soccer communities across the country. S & S Tire will donate funds and equipment to AYSO Region 310. Beginning September 18, players will receive a certificate that can be redeemed for a free soccer ball at S & S Tire while supplies last. Uniroyal Tire and S & S Tire will also donate \$2 for every Uniroyal tire sold during the 30-day program.

Founded in 2000, the Uniroyal Soccer Program has provided almost \$12 million in funds and equipment, including nearly one million soccer balls, to more than 3,000 youth soccer programs in America and Canada. In celebration of the program's 10<sup>th</sup> anniversary, Uniroyal Tire is giving away a soccer ball every day in 2009 via their website, [www.UniroyalTires.com/sweeps](http://www.UniroyalTires.com/sweeps). The daily winners will be eligible for the grand prize drawing at the end of the year which includes the top 10 items a family needs for the 2010 soccer season: a \$500 gas card, a set of Uniroyal tires, a camera/video recorder, car service for the season, a GPS system, car detailing, a cooler/chair package, a \$250 parents' night out gift card, a \$250 snack/food gift card, and a \$500 sporting goods gift card.

"We are proud to support AYSO Region 310, which gives local youth the experience of being a part of a team and helps them learn valuable skills they can use on and off the field," said Joe Feight of S & S Tire. "I can't wait to see the happy faces when the children get their free soccer balls."

"The 10<sup>th</sup> anniversary of the soccer program is quite a milestone," said Kaz Holley, Uniroyal Tire brand director. "Our unique program has grown rapidly and we continue to partner with exceptional dealers like S & S Tire to reach additional soccer leagues each year. Bringing communities together has always been an important component of the soccer program, and we look forward to being involved in youth soccer for years to come."

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](http://www.UniroyalTires.com). To learn more about S & S Tire please call Joe Feight, 623-979-5001 at 11790 N. 91st Ave. in Peoria, or visit [www.tiresaz.com](http://www.tiresaz.com).

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