



FROM LANDFILLS TO LANDMARKS: TIRE STEWARDSHIP BC CELEBRATES ENVIRONMENTAL SUCCESS

FOR IMMEDIATE RELEASE (April 29, 2015): Creating new value from old tires, Tire Stewardship BC (TSBC) is thrilled to share its recent success. To date, over 70 million scrap tires have been diverted from landfills and other waste stream destinations and recycled into a variety of products. Additionally, 192 public projects have received a total of \$3 million in grants for using BC recycled tire products in ways that serve BC communities.

Created in 2007 to replace a government tire-recycling program launched in 1991, Tire Stewardship BC has thrived under its new identity. Since its launch, TSBC has expanded to include more types of tires that can be recycled and repurposed for community use. These products include sport and recreational flooring, livestock mats, mulch and other components that benefit BC communities.

Funded by an eco fee on consumer purchases of new tires, the program had initially been collecting and processing 100% of the scrap from passenger, light truck and medium truck tires. Under TSBC, the program now includes agricultural, logger/skidder and bicycle tires, as well as a ground-breaking research and development component.

Scrap tires have been identified by BC's environmental ministry as a waste of special concern, noting the 1989 incident in Hagersville, Ontario that saw 14 million tires burn uncontrollably for seventeen days. Since the incident, governments have pushed for action plans to prevent similar tragedies.

Approximately 39,000 tonnes of scrap tires are collected annually. That's one car tire for every person living in BC. Consumers often leave their old tires with retailers when purchasing new ones. For those who don't, TSBC has developed options that help keep tires from ending up in landfills. Return to Retailer (R2R) is a free year-round program that allows consumers to return up to four passenger/light truck tires to participating retailers. Drop-off locations are easy to find by visiting <http://www.bcrecycles.ca>. TSBC has also created round-up events for the public, hosted by approved R2R participants, with all tires accepted to be recycled responsibly.

"We are proud to have created a mature and efficient collection infrastructure coupled with a diverse and healthy market for recycled rubber products," says Rosemary Sutton, Executive Director. Continuously achieving stability in program operations, TSBC has become the envy of many similar programs throughout North America.

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About Tire Stewardship BC

Tire Stewardship BC is a not-for-profit society formed to accept responsibility for the provincial scrap tires recycling program. Tire Stewardship BC was founded by the Rubber Association of Canada, The Retail Council of Canada, Western Canada Tire Dealers and the New Car Dealers Association in 1997 and continues to be governed by a Board that is made up of representatives from these four organizations. Industry-led product stewardship is a provincial government strategy to place the responsibility for end of life product management on the producer and consumers of a product, not the general taxpayer or local government. For more information on Tire Stewardship BC, visit <http://www.tsbc.ca>.

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