

BLACK 2 GREEN

Raising Environmental Awareness One Tire At A Time

A PUBLICATION OF ONTARIO TIRE STEWARDSHIP

About

Black 2 Green

We started Black 2 Green with the idea of making it easier for Ontarians to live a greener life.

After Ontario Tire Stewardship (OTS) and the Used Tires Program launched in 2009, we spent time in communities across Ontario, educating people about tire life maintenance and sharing our interest in creating sustainable markets for the host of everyday products made from recycled rubber that provide value to consumers.

Too often what we heard was people were unaware of the positive impact recycled tire products can have and were frustrated about where to find information on tire collection events, how to get involved, and where to source tire-derived products.

Quarterly, we share our findings with our subscribers. We offer simple ideas and advice on things you can do to make your life a little greener along with news, events and innovations.

If all goes well, Black 2 Green will make your community more sustainable and liveable.



To unsubscribe, visit
www.greenmytires.ca/newsletter.php

Living Well by Choosing Better:

Give the Gift of Something Green

Green products are increasingly popular as holiday gifts because everyone can feel good about them. Environmentally conscious gift givers are happy to find offerings that are attractive, useful and not eco-destructive. Recycled tires are used in a host of products, including some made right here in Ontario that you may want to consider for the holiday season.



The [Thrash Can](#) is made from 90% reclaimed automobile tires and recycled plastic. Apparently you can jump up and down on this thing and it will just bounce right back ...Yea rubber!! A great gift idea for any university student you know.



These Ontario-made [pots](#) are created from recycled tires and enable you to contribute your share in saving the environment. Pots can be planted with beautiful flowers or festive holiday greens.



Enhance your front door during the holidays and make an elegant impression on your guests before they enter your home. This durable [door mat](#) stands up well to all weather conditions and offers a low-maintenance solution to busy homeowners.



Caring for Our Communities:

'Tis the Season for GIVER

Learn how thirteen much-needed playgrounds across Ontario were rejuvenated, as chronicled in a new series called *GIVER* debuting on TVO Kids in February. The show focuses on the empowerment of youth and their ability to change communities by bringing neighbours together to rejuvenate a playground.

In each episode of *GIVER*, six kids work alongside a team of volunteers to re-build their communities' old playgrounds. The catch? They only have three days to do it.

Ontario Tire Stewardship, along with Recycled Product Manufacturers [SofSurfaces](#) and Heffco, provided funding and product to support four of these playground projects.

[Click here](#) to read the blog from one resident, whose community received the gift of a new playground.

Be sure to tune into the show with your kids in February. But if you want to catch the spirit of giving now, watch the TV show's [trailer](#) online.



SofSurfaces recycled rubber tiles were used at three *GIVER* playgrounds to bring the unique vision of each community to life.

Sustainability:

Unconsumption means:

- ◇ The thrill of finding a new use for something that you were about to throw away.
- ◇ The pleasure of using a service like Freecycle, Craigslist, Ontario Tire Stewardship, or the Salvation Army to find a new home for an item, rather than throwing it in the garbage.
- ◇ Enjoying the things you own to the fullest – not just at the moment of acquisition.

Move over Black Friday! During this season of incredible consumption, consider visiting the [Unconsumption blog](#) for some holiday inspiration.

Holiday Ode to Recycled Tires

From Lori Vallier of Re-Tired All Season Flower Pots

Transformed tire trash
Inspires incredible imagination
Rethinking recycled rubber
Eliminates environmental exhausts

Impact Ontario:

The following update is part of OTS' commitment to transparency, and tells a story of considerable success surrounding tire diversion in Ontario.

Ontario Tire Diversion Statistics (January - September 2011)

- ◇ Passenger/Light Truck Tires 84%
- ◇ Medium Truck Tires 81%
- ◇ Off Road Tires 96%

Old Man Winter

Winter driving conditions mean more wear and tear on your tires, so it's a good idea to check your winter tires before hitting the road - especially if they've already seen a few seasons. Driving slowly and more carefully is the best way of staying safe in the winter, but a well-maintained set of tires is paramount to a smooth ride.

Tips for keeping your tires rolling this season:

Put a lid on it. If valve caps are left off, the moisture in the valves can freeze. This can lead to escaped air and a flat tire.

Stay watchful. Make checking your tire pressure a regular habit. While this is good practice all the time, it's especially important in the winter when air pressure and temperatures are at their extremes. Good traction is especially important in the winter, and keeping in line with pressure guidelines helps tires maintain their grip.

Be consistent. If you choose to use winter tires, use them on all four wheels. Inconsistent traction can be dangerous and can lead to sliding and skidding.

Keep cool. Store your all-season tires in a cool, dry place. Pile them up to four high, but don't stack them tread side down.

Replace and recycle. Part of safe winter driving is knowing when your tires have outlived their lifespan. Replace winter tires every two-to-three seasons, and drop-off up to 4 used tires free at a [registered Ontario Tire Stewardship collector](#). Collectors are stationed all over Ontario, and drop-off is easy.



[Click Here to Take our Winter Driving Poll](#)