**Template Media Advisory**

**MEDIA ADVISORY**

**Old Tires Mean New Dreams During The 8th Annual Tire Take Back Event**

**(Enter collection site) invites (Enter city/town) community members to recycle their used tires for free to support The Sunshine Foundation of Canada**

Get outdoors and enjoy the spring weather by taking your old tires to your local (location) business, (collection site name), who is taking part in the province-wide Tire Take Back campaign to raise money in support of [The Sunshine Foundation](http://www.sunshine.ca/) of Canada, a Canadian charitable organization that makes dreams come true for children living with severe physical disabilities or life-threatening illnesses.

(Collection site name) is partnering with [Ontario Automotive Recyclers Association](http://www.oara.com) (OARA), [Ontario Federation of Agriculture](http://www.ofa.on.ca/) and [Ontario Tire Stewardship (OTS)](http://www.rethinktires.ca) to host the Tire Take Back collection event where all collection allowances associated with each Passenger, Light Truck and Agricultural tire dropped off during business hours will be donated to The Sunshine Foundation of Canada.

Since 2010, the Tire Take Back event has raised a total of $1,061,393 and has led to the collection and recycling of 459,071 used tires. The funds raised help support Sunshine’s dream programs: Sunshine Dreams, which can range from family trips to meeting a hero to customized gifts, and Sunshine DreamLift, a whirlwind adventure to a Disney theme park for a large group of children. The fees collected from four tires during this year’s Tire Take Back event can buy a child a princess tiara or Mickey Mouse ears and helps give them the opportunity to know that dreams CAN come true!

**What:** Community tire collection fundraiser to help The Sunshine Foundation of Canada make dreams come true for children living with severe disabilities or life threatening illnesses.

**When:**  List all participating dates

Highlight any extras at the event i.e. BBQ between 12:00PM and 2:00PM; local celebrity X appearing at 4 p.m. on June 6th.

Enter business hours

**Where: Collection site name**

Full address

**Photo**

**Opportunity:**  Images of stock-piled tires, a giant tire, visits from local politician X

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