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April 10, 2013

Company Name
Address
City Province Postal Code

Attention: New Tire Dealers

RE: PROPOSAL FOR RECYCLING BIKE TIRES AND TUBES

Tire Stewardship Manitoba (TSM) is the industry association responsible for operating Manitoba's tire recycling program. TSM is proposing a new, voluntary (i.e. non-regulated), recycling initiative for interested bicycle shops across Manitoba. The program will use the existing scrap tire collection infrastructure for retail automotive tire sales managed by TSM. Used bicycle tires and tubes have been incorporated into rubber recycling streams in Manitoba on a limited basis for a number of years and there will continue to be no eco-fee or disposal fee charged to the seller or consumer under an expanded or new permanent program.

This program requires the assistance of industry (auto and bicycle), various non-profits and the general cycling community. The long-term success of this recycling program is dependent on the voluntary actions involving the public, bike shops, automotive tire dealers and the many stakeholders already involved in tire recycling.

For your reference, attached is the *TSM Bicycle Tire Recycling Program Proposal* that provides instructions to bike shops. If you would like to comment on the proposal please respond to TSM by Friday, May 10, 2013. Written comments can be sent by mail to TSM, 1791 Dublin Avenue, Unit B, Winnipeg MB R3H 1A9, by fax to (204) 668-9704 or by e-mail to info@tsmb.ca, Attention: Mr. Michael Solkoski, Retailer Relations and Administration. If you have any questions regarding this proposal please call Michael at (204) 661-3242 or toll free in Manitoba (866) 724-5002.

Thank you for your interest in this important environmental initiative. Remember, this a voluntary initiative so the onus is on the bicycle shops wishing to participate to establish a relationship with their local automotive tire dealer who will accept bundled bicycle tires and tubes for collection through the TSM program. You may politely decline to accept bicycle tires and tubes if they are not bundled in accordance to the instructions or you do not wish to participate in the program.

Sincerely,

A handwritten signature in black ink that reads 'Brett Eckstein'.

Brett Eckstein
Executive Director

Attachment