



TIRE STEWARDSHIP Manitoba

FOR IMMEDIATE RELEASE

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DISCARDED TIRES MAKE GREENER COMMUNITIES

Tire industry gives new life to old rubber through grant program

Manitoba is looking a little greener thanks to Tire Stewardship Manitoba's (TSM) Community Demonstration Grant Program. The program, which offers up to \$5,000 in matching grant funding to projects using recycled Manitoba tires, is accessible to local governments, industry, community and youth groups, Aboriginal organizations, and First Nation communities in the province. It's all a part of TSM's progressive mandate to give new life to old rubber.

Every year, Manitobans discard the equivalent of 1.3 million passenger tires; in 2010 alone, TSM recycled nearly 13,000 tonnes of used tires and tubes. TSM Executive Director Brett Eckstein calls the grant program "an opportunity for Manitoba communities to benefit from the recycled tire products being made in Manitoba."

Last year, the program helped Elmwood High School upgrade their deteriorated track, using several tonnes of crumb rubber to give the school a safe, accessible and durable surface for track and field programming.

"While many of our approved projects involve safe surfaces for children's playgrounds, walkways, and landscaping materials, we always encourage any project that finds new, innovative ways to reuse tires," says Eckstein.

Eligible projects must demonstrate innovative use of a variety of recycled products, be environmentally and ecologically sound, and involve youth where possible.

The grant application is available online at www.tirestewardshipmb.ca, by email: info@tsmb.ca, or by calling the TSM office at (204) 661-3242, Toll Free (866) 724-5002.

About Tire Stewardship Manitoba

Tire Stewardship Manitoba (TSM) is a not-for-profit organization formed to manage the scrap tire recycling program on behalf of tire retailers in Manitoba. It is committed to protection of the earth's environment and promotion of economic benefit for Manitoba through the sustainable management of all scrap tires and tubes in Manitoba.

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