



# **TIRE STEWARDSHIP** Manitoba

FOR IMMEDIATE RELEASE

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## **MAKING TIRES GREEN: RECYCLING PROGRAM SEEING RESULTS**

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### **Seeking Manitobans' advice on proposed plan renewal**

Tire Stewardship Manitoba (TSM) is seeking renewal of its scrap tire recycling program from Manitoba Conservation. Approval of its proposed plan will see the industry-led nonprofit's mandate continue until 2016.

As part of its commitment to broad consultation, TSM is seeking feedback on the draft plan from all stakeholders, including the general public prior to March 1.

"We've made great progress in meeting our initial goals, but we know that improvement is always possible," states Brett Eckstein, who is the executive director of TSM. The organization replaced the government's Tire Stewardship Board in April 2008.

"Through the efforts of Manitoba's scrap tire processors and the 859 retailers, 378 scrap tire generators and 134 municipal partners who support the program, ninety-three percent of the annual volume of new tires sold are collected as scrap tires," reports Eckstein. These tires are recycled in Manitoba into products such as aggregate, crumb rubber, blast mats and moulded products or are exported as a fuel supplement.

Eckstein says that the plan being submitted for renewal builds upon the significant accomplishments of the TSM program to date and focuses on further operational refinement, strong industry leadership and the assured direction of a mature stewardship program.

The draft copy of the plan is available online at [www.tirestewardshipmb.ca](http://www.tirestewardshipmb.ca), by email: [info@tsmb.ca](mailto: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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