



**KIDS GET A KICK BACK FROM UNIROYAL®  
AND FASTECH PERFORMANCE TIRE CENTERS LTD.**

EDMONTON, AB, September 11, 2009 — Fastech Performance Tire Centres Ltd. and Uniroyal® have donated funds and soccer balls valued at more than \$700 to the Edmonton Southeast Soccer Association as part of the Uniroyal / Alliance Tire Professionals Soccer Program to support youth soccer associations.

“As soccer continues to grow the Uniroyal / Alliance Tire Professional Soccer Program allows us to give back to the community”, said Sheldon Heitt of Fastech Performance Tire Centres Ltd. “Soccer is at the forefront of young athlete’s minds, and we are happy to be involved at such an important time in their lives.”

This program is four years strong in Canada. To date, Uniroyal and the Alliance Tire Professionals have donated more than \$570,000 in funds and equipment, including over 48, 500 free soccer balls. After so many years of dedication, the program continues to grow, supporting more soccer communities each year.

“Uniroyal / Alliance Tire Professionals takes tremendous pride in being involved in such a grassroots program that reaches out directly to the individual athlete,” said Alliance Tire Professional Program Manager Nicolas Vincelli. “Alliance dealers can see first-hand the impact they have on youth soccer in all their communities, just as Fastech Performance Tire Centres Ltd. has witnessed with their impact on Edmonton Southeast Soccer Association.”

Alliance Tire Professionals is a Canadian network of certified dealers who offer, at good value, quality MICHELIN®, BFGoodrich® and Uniroyal® products and services. The Alliance Tire Professionals network consists of more than 170 locally owned and operated dealers across Canada. To find the location nearest you, visit [www.alliance-tires.com](http://www.alliance-tires.com).

More information about the soccer program is available at your local Alliance Tire Professional or online at [www.alliance-tires.com](http://www.alliance-tires.com)

**Contacts:**

Nadine Lussier  
Michelin North America (Canada) Inc.  
450-978-4766  
[Nadine.Lussier@ca.michelin.com](mailto:Nadine.Lussier@ca.michelin.com)

Tarah Jakubiak  
Trone, Inc.  
336-812-2027  
[tjakubiak@trone.com](mailto:tjakubiak@trone.com)