

## **NORTH MUSKEGON SOCCER KICKS OFF SEASON WITH DONATION AND EQUIPMENT FROM UNIROYAL® TIRE AND MUSKEGON BRAKE & TIRE**

MUSKEGON, Mich. – (March 31, 2010) – With the 10<sup>th</sup> anniversary under their belts, the Uniroyal® Soccer Program is continuing to support local soccer across the nation. Starting April 16, players of North Muskegon Soccer will receive certificates that can be redeemed for a free soccer ball at Muskegon Brake & Tire, while supplies last. After the 30-day program period, North Muskegon Soccer will receive \$2 for every Uniroyal tire sold to the general public on behalf of Uniroyal Tire and Muskegon Brake & Tire.

Since the program's inception in 2000, the Uniroyal Soccer Program has provided nearly \$12 million in funds and equipment including almost one million soccer balls, to more than 3,000 youth soccer programs across America and Canada. As a continuation of the 10<sup>th</sup> anniversary, Uniroyal Tire will be giving away a soccer ball every day in 2010. To enter, please visit their Web site at [www.UniroyalTires.com](http://www.UniroyalTires.com).

"We are so happy to be part of the team and to be showing the kids how important community and teamwork are," said Bob Cutler of Muskegon Brake & Tire. "Parents can strike one item off their list of things to get before the season starts, as we will be providing free soccer balls to North Muskegon Soccer."

"With the 10<sup>th</sup> anniversary coming to a close, it is remarkable to see how much impact the soccer program has," said Ashley Ramos, Uniroyal Tire communications manager. "The program began with 200 eager dealers. We continue to partner with outstanding dealers like Muskegon Brake & Tire to help additional soccer leagues each year. As soccer is the fastest growing youth sport in the nation, we hope to continue our support of local soccer communities for years to come."

Uniroyal Tire is one of the world's leading tire brands for passenger and commercial cars, pick-ups, light trucks, mini vans and sport utility vehicles. Dating back to 1892, Uniroyal Tire has developed a reputation for providing high-quality, affordable tires including its Tiger Paw® and Laredo® series. Uniroyal tires offer just the right combination of dependability, traction and grip in almost every weather condition, and come with one of the industry's leading warranties.

For the latest information about the Uniroyal Soccer Program and Uniroyal Tires, visit the brand's Web site at [www.UniroyalTires.com](http://www.UniroyalTires.com); the blog portal at [MoreMileage.UniroyalTires.com](http://MoreMileage.UniroyalTires.com); become a Facebook fan at [www.facebook.com/UniroyalTire](http://www.facebook.com/UniroyalTire) and follow Uniroyal on Twitter at [www.twitter.com/UniroyalTires](http://www.twitter.com/UniroyalTires).

To learn more about Muskegon Brake & Tire please call Bob Cutler, 231-766-2555 at 3500 Whitehall Road in Muskegon, or visit [www.muskegonbrake.net](http://www.muskegonbrake.net).

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