



Media Advisory

Farm community special focus of 2015 Tire Take Back Sunshine Foundation

Severely disabled children to benefit

Ontario Automotive Recyclers Association (OARA) and its partners Ontario Tire Stewardship (OTS) and Ontario Federation of Agriculture (OFA) are proud to announce the sixth annual OARA Tire Take Back event to raise money for The Sunshine Foundation of Canada.

Ontario residents can drop off an unlimited number of used tires for free at participating auto recyclers during business hours.

Farm locations with more than 50 tires can arrange a special tire pickup by calling OARA at 519-858-8761 or go to <http://rethinktires.ca/tiretakeback> and call the closest participating OARA member

Every single tire dropped off generates a donation to the Sunshine Foundation.

More than 46,000 tires were collected last year across Ontario during the Tire Take Back events, raising over \$90,000. The funds raised help The Sunshine Foundation fulfil dreams for children within its network, including trips of a lifetime to Disneyworld, meeting an idol, and providing adaptive mobility devices. Over \$820,000 has been raised since the first Tire Take Back in 2010.

When: June 1 - 6, 2015

Where: Over 60 locations across Ontario

For an interactive map of all 2015 OARA Tire Take Back locations, visit:
<http://rethinktires.ca/tiretakeback>

Local event photos are available upon request.

For more information, or to arrange interviews with partners, please contact:

OARA, Steve Fletcher, 519-858-8761

Sunshine, Heidi Spannbauser, 519-642-0990 x227

OFA, Neil Currie, 519-821-8883

OTS, Krista Cassidy, 647-426-6261

About Ontario Auto Recyclers Association (OARA)

OARA members process end-of-life vehicles (ELVs) in an environmentally responsible manner, ensuring the environment is protected from potentially harmful operating fluids and toxins such as mercury and lead. Members also recover high quality Green Recycled Parts from vehicles and ensures the parts are reused to help save consumers money and the environment. www.oara.com



About Ontario Tire Stewardship (OTS)



Established in 2009, OTS is an Industry Funding Organization (IFO) incorporated under Ontario's Waste Diversion Act, to implement and operate the Used Tires Program.

At OTS, we are transforming the relationship Ontarians have with the lifecycle of their tires, through a comprehensive approach that takes into account our environment, our economy and our quality of life. Through the Used Tires program, 100 per cent of Ontario tires get efficiently and responsibly recycled into new products, leading to more livable communities and a growing green economy in this province. To date, OTS has helped responsibly recycle more than 70 million tires in Ontario. To learn more, visit www.RethinkTires.ca



About The Sunshine Foundation of Canada

The Sunshine Foundation of Canada is the only national Canadian charity impacting the lives of children challenged by severe physical disabilities or life-threatening illnesses by making their dreams come true. Dreams allow children to escape from the daily regimen and challenges of living with a severe physical disability or life threatening illness and provide children with a sense of freedom, empowerment and joy. Sunshine has two programs: Individual Dreams and the DreamLift program. Individual Dreams can range from family trips to customized gifts. A DreamLift is a whirlwind one day adventure to a Disney theme park for a large group of children. Since its inception in 1987, Sunshine has fulfilled dreams for more than 7,000 children across Canada. For more information, visit www.sunshine.ca

About Ontario Federation of Agriculture (OFA)



The Ontario Federation of Agriculture (OFA) is the largest general farm organization in Ontario, representing 37,000 farm families across the province. As a dynamic farmer-led organization based in Guelph, the OFA works to represent and champion the interests of Ontario farmers through government relations, farm policy recommendations, research, lobby efforts, community representation, media relations and more. OFA is the leading advocate for Ontario's farmers and is Ontario's voice of the farmer. www.ofa.on.ca