



TSBC to Debut First Ever Bike Tire Recycling Program

New Initiative Kicks Off During Bike to Work Week – May 30-June 5

May 27, 2011

Victoria, BC - Tire Stewardship BC (TSBC), in conjunction with the Bicycle Trade Association of Canada (BTAC) and local cycling coalitions, is proud to be introducing a first-of-its-kind Bike Tire Recycling Program across the Province of BC. The launch of this new initiative coincides with Bike to Work Week in BC, May 30 to June 5, and will compliment TSBC's already popular existing auto scrap tire collection program, which has recycled over 50 million vehicle tires since 1991.

Starting June 1, British Columbians will be able to return their used bike tires and tubes to participating bicycle retailers, helping to keep even more recyclable rubber products out of landfills. With the help of Delta-based Western Rubber Products, used bicycle tires and tubes can now be incorporated into rubber recycling streams, which result in tires being turned into useful and environmentally friendly products such as playground surfacing and coloured landscaping mulch. Recycled tubes are manufactured into bottle stoppers.

"The new tire initiative is being introduced in response to the strong interest expressed by BC's biking community. Unlike TSBC's Scrap Tire Program, the new bike tire program is completely voluntary for bike retailers," says Mike Hennessy, Executive Director, Tire Stewardship BC. *"Additionally, for bike tires and tubes there's no eco fee charged to customers or disposal fees for shop owners. Without these expenses, recycling offers a free and environmentally friendly alternative to disposing of bike tires at the landfill."*

More information on TSBC and the Bike Tire Recycling Program can be found online at <http://www.tirestewardshipbc.ca/bike.php> as of June 1. A list of participating bike retailers will be made available on the site by the end of June.

About Tire Stewardship BC:

Tire Stewardship BC (TSBC) is the not-for-profit society formed to accept responsibility for the provincial scrap-tire recycling program. On January 1, 2007 TSBC launched the new scrap-tire recycling program replacing the government-run program that had been in place since 1991. Visit www.tirestewardshipbc.ca for more information.

About Bicycle Trade Association of Canada:

The Bicycle Trade Association of Canada (BTAC) is the hub of the bicycling industry in Canada. We have a singular mission and clear responsibility: to advance the business goals of our members, the retailers and suppliers that together comprise the bicycling industry in Canada. BTAC helps its members to grow their businesses by providing programs and services in four interrelated areas: knowledge, advocacy and education, information, and events.

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