



Local soccer craze gets support from Uniroyal® and Sammy's Service Centre

TORONTO, Ontario – June 11, 2009 – Once again, youth soccer players in Toronto will receive a boost from Uniroyal and Sammy's Service Centre. Soccer families with Toronto Eagles Soccer Club may present their free soccer ball certificate to Sammy's Service Centre to receive their free soccer ball. Not only do the kids get free equipment but the league will also receive a cash donation from Uniroyal and Sammy's Service Centre, the Alliance Tire Professionals.

This is the fourth year Uniroyal and the Alliance Tire Professionals are teaming up to support youth soccer in Canada. Since the launch of this program, more than 50,500 soccer balls have been handed out and \$89,000 donated to youth soccer leagues across Canada.

"During these lean times, we are seeing more and more cutbacks," said Nicolas Vincelli, Alliance Program Manager. "For this reason, we feel strongly about continuing to support our youth across the country. By pledging donations to the Toronto Eagles Soccer Club, we are helping kids focus on fun and not financial issues."

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 over 170 locally owned and operated dealers across Canada. To find the location nearest you, visit our web site at www.alliance-tires.com.