



## CHEEKTOWAGA SOCCER CLUB KICKS OFF SEASON WITH DONATION AND EQUIPMENT FROM UNIROYAL® TIRE AND CLEVE-HILL TIRE & AUTO

CHEEKTOWAGA, N.Y. — (July 9, 2010) — With the 10<sup>th</sup> anniversary under its belt, the Uniroyal® Soccer Program is continuing to support local soccer across the nation. Starting August 27, players of Cheektowaga Soccer Club will receive certificates that can be redeemed for a free soccer ball at Cleve-Hill Tire & Auto, while supplies last. After the 30-day program period, Cheektowaga Soccer Club will receive \$2 for every Uniroyal® tire sold to the general public on behalf of Uniroyal® Tire and Cleve-Hill Tire & Auto.

Since the program's inception in 2000, the Uniroyal Soccer Program has provided nearly \$13 million in funds and equipment in excess of one million soccer balls, to more than 3,000 youth soccer programs across the U.S. 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. For more information, please visit the website at [www.UniroyalTires.com](http://www.UniroyalTires.com).

"Giving back to our local community in such a unique way is phenomenal," said Paul Young of Cleve-Hill Tire & Auto. "We look forward to connecting with players and parents from Cheektowaga Soccer Club when they come in for their free soccer ball."

"We are thankful we can provide such a distinct program for our dealers to be able to get involved in their communities," said Ashley Ramos, Uniroyal® Tire communications manager. "Soccer leagues depend on donations from partners like Cleve-Hill Tire & Auto and we are proud to facilitate that partnership."

To continue Uniroyal's involvement in the soccer community, soccer fans will have the opportunity to become the official designer of the 2011 soccer ball in the Uniroyal Soccer Ball Design Challenge. The grand prize includes a \$1,000 check, a set of Uniroyal® tires, a \$500 car service gift certificate, 50 soccer balls featuring the winner's design, an Apple® iPad™ and more. Interested participants should visit [www.UniroyalTires.com/soccerballdesignchallenge](http://www.UniroyalTires.com/soccerballdesignchallenge) beginning July 1 for details.

Uniroyal® Tire is one of the world's leading tire brands for passenger and commercial cars, pick-ups, light trucks, minivans 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 website at [www.UniroyalTires.com](http://www.UniroyalTires.com) and find Uniroyal on Facebook at [www.facebook.com/UniroyalSoccer](http://www.facebook.com/UniroyalSoccer).

To learn more about Cleve-Hill Tire & Auto please call Paul Young, 716-634-9789 at 1030 Cleveland Drive in Cheektowaga, or visit [www.clevehillauto.com](http://www.clevehillauto.com).

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