



**Media Inquiries:**

Jennifer Garber  
Luquire George Andrews, Inc.  
(704) 552-6565 x 108  
[garber@lqapr.com](mailto:garber@lqapr.com)

David Coburn  
Luquire George Andrews, Inc.  
(704) 552-6565 x 118  
[coburn@lqapr.com](mailto:coburn@lqapr.com)

**AMERICAN TIRE DISTRIBUTORS DONATES \$170,000 TO LOCAL CAUSES, ANNOUNCES  
NEW CORPORATE PARTNERSHIP DURING 20<sup>TH</sup> ANNUAL CHARITY GOLF CLASSIC**

*Huntersville Company Has Now Donated More Than \$1 Million to Area Charities*

**CHARLOTTE, N.C. (October 5, 2009)** – American Tire Distributors today announced a \$100,000 donation to Boundless Playgrounds™, a national non-profit organization, to build an inclusive playground near Lake Norman where children with and without disabilities can actively play together. American Tire Distributors also revealed its intention to partner with Boundless Playgrounds to build more inclusive playgrounds in the years to come.

The company unveiled plans for the playground and announced an additional \$70,000 in charitable gifts to Crisis Assistance Ministry and Loaves and Fishes during its 20<sup>th</sup> Annual American Tire Distributors Charity Classic, which this year crossed the \$1 million mark in total funds raised for local nonprofit organizations. This year's donations were raised by contributions from vendors participating in the golf tournament and American Tire Distributors.

"We've been a member of the Charlotte community for nearly 75 years, and I can't think of a better way to give back to it than with what we're doing here today," said William E. "Bill" Berry, President and Chief Executive Officer of American Tire Distributors Inc.

The playground will be constructed on a foundation made from recycled tires and will include a custom tire swing, which is a natural link to American Tire Distributors' business and its support of tire recycling. The new playground is expected to open next spring at a to-be-determined location.

"Boundless playgrounds provide safe, positive places for all children to play," said Berry. "And at the base of each playground is the very best use of worn-out tires I can imagine. We're thrilled to fund the first Boundless Playground in Charlotte, and hope it's the first of many in the years to come."

All Boundless playgrounds include universally accessible paths and surfaces allowing both children and caregivers with disabilities to navigate play areas freely. In addition, they offer wheelchair accessibility to the highest platforms, swings and bouncers with back support and elevated sand tables and activity panels to enable children with disabilities to play more freely.

“Nearly 6 million children nationwide have a disability that prohibits them from enjoying the full experience of a traditional community playground,” said Fred Leone, Chief Executive Officer of Boundless Playgrounds. “Our playgrounds are designed to put *all* children in the middle of the fun, where they can play together and learn to appreciate each others’ abilities.”

Berry said American Tire Distributors also donated \$35,000 each to Crisis Assistance Ministry and Loaves and Fishes because it believes it’s essential to support them as they provide crucial services for the Charlotte community in today’s struggling economic climate.

“Each week, hundreds of people come to us facing impossible decisions – food or heat, rent or electricity,” said Carol Hardison, Executive Director of Crisis Assistance Ministry, which offers emergency financial assistance to Mecklenburg County residents. “With the support of companies like American Tire Distributors, we can help eliminate the need to make that choice.”

The money will have a similarly significant impact at Loaves and Fishes. “Too many of our neighbors are facing unprecedented hardship and are unable to put food on the table, many for the first time,” said Lucy Mitchell, Director of Development for Loaves and Fishes. “Thank you, American Tire Distributors, for helping us provide groceries for hundreds of our neighbors in need.”

### **About American Tire Distributors**

American Tire Distributors is the nation’s largest independent supplier of tires to the replacement tire market. The company focuses on helping tire and wheel retail dealers effectively compete in their marketplace by offering the most complete, coast-to-coast selection of tires, wheels and related products and value-added services. American Tire Distributors employs over 2,200 employees across its nationwide distribution center network, including more than 300 people in the Charlotte region at its Huntersville, N.C., field support center, Charlotte distribution center and regional hub in Maiden, N.C.

###