

Tire Stewardship B.C.

January 2, 2007

Tire Industry Accepts Stewardship of Scrap Tires in B.C.

BRITISH COLUMBIA – Tire Stewardship British Columbia (TSBC) is pleased to announce that effective January 1st, 2007, it has accepted responsibility for the collection and management of the province's scrap tires. The new industry-led stewardship program has replaced the provincially operated Financial Incentives for Recycling Scrap Tires (FIRST) Program, which had been responsible for the management of BC's scrap tires since 1991 and concludes its operations effective December 31st, 2006.

“Thanks to the success of the FIRST Program, British Columbia is fortunate that over 85 per cent of its scrap tires are currently diverted from landfills. TSBC intends to improve on that percentage as well as address a number of other issues that have arisen as the old program evolved.” said Don Blythe, TSBC Chair.

British Columbia tire consumers should notice few changes in service from the former government program. “Most consumers will likely see an increase in the eco-fee from \$3.00 to \$4.00 because the FIRST program was sorely under-funded, and the government had to support it financially from time to time” said Blythe.

Under the TSBC plan, 100% of the funds are used for tire recycling initiatives and include new requirements not found in the government program. For example, TSBC will include a public education component to promote the benefits of 3Rs – reduce, re-use and recycling; create and fund a stockpile abatement program and provide R&D funding to develop new markets for recycled rubber. “We believe the industry program is much more comprehensive and will ultimately lead to creating a sustainable solution for scrap tires, which benefits everyone and the environment” said Blythe.

Tire Stewardship British Columbia is a registered not-for-profit organization whose membership represents the majority of tire producers in British Columbia, and includes the Retail Council of Canada, the Western Canada Tire Dealers Association and the Rubber Association of Canada.

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