



MICHELIN SOCCER PROGRAM JOINS BAITY TIRE SERVICE AND JAMESTOWN YOUTH LEAGUE FOR LOCAL YOUTH SOCCER DONATION

Greensboro, NC—July 23, 2013—Beginning September 14, 2013, Baity Tire Service along with Jamestown Youth League will kick-start a partnership aimed at maximizing donations to the community's youth soccer organization. The Michelin Soccer Program is a national outreach campaign aimed at supporting youth soccer organizations with funds and equipment.

Certificates will be provided for the Jamestown Youth League athletes, which can be redeemed for a free soccer ball at Baity Tire Service; no purchase is necessary. The certificates are also redeemable for tire discounts and store promotions. For every MICHELIN® tire sold during the 30-day promotional period, Jamestown Youth League will receive a \$2 donation.

To date, Michelin has donated more than \$15 million in cash and equipment across the country through the program. Leagues benefit from the Michelin Soccer Program in ways such as:

- Providing gear and uniforms
- Accessing exclusive discounts on tires and local dealer services
- Fostering the growth of healthy community programs
- Nurturing positive relations with tire dealers and community members

"Since the soccer program's inception 14 years ago, we've had the opportunity to better the lives of children in communities just like Greensboro while promoting a healthy, active environment," said Jason Strand, Michelin Marketing Manager.

To encourage safe driving conditions in Greensboro as well as to give an incentive for soccer families, Michelin will offer tire discounts to anyone with a Michelin Soccer Program certificate who purchases a set of four new MICHELIN tires during the promotional period, September 14, 2013 to October 14, 2013.

"Michelin is proud to manufacture top-of-the line products that go hand in hand with Michelin Soccer as a charitable community-rich program benefitting the local youth. On the field and on the road, we've got you covered," said Strand.

To learn more about the Michelin Soccer Program, visit MichelinSoccer.com. To find out more about Baity Tire Service, contact Tripp Barksdale, 336-855-3333, at 2406 Merritt Drive in Greensboro or visit baitytire.com.

About Michelin

Dedicated to the improvement of sustainable mobility, Michelin designs, manufactures and sells tires for every type of vehicle, including airplanes, automobiles, bicycles, earthmovers, farm equipment, heavy-duty trucks and motorcycles. The company also publishes travel guides, hotel and restaurant guides, maps and road atlases. Headquartered in Greenville, S.C., Michelin North America (www.michelin-us.com) employs more than 22,000 and operates 18 major manufacturing plants in 16 locations in the U.S., Canada and Mexico.



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