

Press Release
FOR IMMEDIATE RELEASE

Contact: Alejandra Troconis
Tel: 305.455.5516
atroconis@tiregroup.com



TGI “Pinks Up” to Support Breast Cancer Awareness Month

October 1st, 2013 (Miami, Florida). As part of the Tire Group International charitable efforts, all members of the TGI family will be wearing a pink ribbon and a pink t-shirt every Friday in the month of October to support Breast Cancer Awareness Month. TGI changed its official colors from gray to pink for the month of October, most notably in the building decorations, website, social media posts, and is encouraging customers to donate money to the Susan G. Komen for the Cure foundation, the leading cancer awareness organization in the United States.

Since 1985, October has been dedicated to raise awareness and educate individuals about breast cancer issues. The intention of wearing the most prominent symbol of breast cancer awareness, a pink ribbon, is to not only create awareness but to open the dialogue and reduce the stigma of breast cancer through education on symptoms and treatments.

According to the Susan G. Komen statistics, breast cancer is the most common cancer in women worldwide. It is estimated that more than 1.6 million new cases of breast cancer occurred among women worldwide in 2010. They also found that rates of breast cancer around the world vary a great deal. In general, developed countries (such as the U.S., England and Australia) have higher rates than developing countries (such as Cambodia, Nepal and Rwanda).

Joaquin Gonzalez Jr., Chief Marketing Executive for Tire Group International, said “This is a great cause and we wouldn’t want to miss an opportunity to help our community. We believe that incorporating our Happiness Campaign with this great cause is a perfect way to encourage men and women not to be afraid to get mammograms and breast exams frequently. We hope that greater knowledge will lead to earlier detection of breast cancer, which is associated with higher long-term survival rates, and that money raised for breast cancer will produce a reliable, permanent cure.”

ABOUT TIRE GROUP INTERNATIONAL

Enhanced by its partnership with Transportation Resources Partners (TRP) and its affiliates, the **Penske Corporation** (www.penske.com) and **McLarty Associates** (www.maglobal.com), a leading international strategic advisory firm, Tire Group International, LLC (www.tiregroup.com) has positioned itself as one of the leading organizations in the worldwide wholesale distribution of tires as well as South Florida’s largest independent tire wholesaler. TGI carries over 40 brands of tires, covering the entire spectrum of the tire industry. TGI also distributes its own private labels Astro, Cosmo, Industar, Luna and Orion; and represents many other brands including MRF, Cooper, Mastercraft, Sumitomo, GT, Kenda and Mickey Thompson. TGI also carries several brands of tubes and various lines of automotive products. Besides TGI’s large inventory, it also has access to literally, millions of tires worldwide, ready for direct shipment to any destination. For more information, please visit our website at www.tiregroup.com.