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RELEASE DATE:
06/16/2026

For Immediate Release

Cosmo Tires and Industry Partners Raise More Than $141,000 for Blood Cancer United at America's Most Beautiful Bike Ride

Industry-wide effort earns Top 5 fundraising team recognition while advancing the "Give for More Life (and Moments)" campaign.

[MIAMI, FL] *— Cosmo Tires together with industry-leading eCommerce tire retailers Priority Tire, Tire Agent, Tires Easy, and TireBros24, participated in one of Blood Cancer United's premier fundraising events of the year, America's Most Beautiful Bike Ride, held June 7 around scenic Lake Tahoe.*

Representing Cosmo Tires, Chief Strategy Officer Mark Lindsey and Social Media Manager Isahi Agreda completed the challenging 100-mile cycling event while helping lead a fundraising effort that generated more than $141,000 for Blood Cancer United. The team was recognized as the fifth-highest fundraising team in the nation for the event.

The achievement marks another milestone in Cosmo Tires' "Give for More Life (and Moments)" campaign and demonstrates the power of bringing together partners across the tire industry to support a common cause.

"We are honored to partner with Blood Cancer United and support its mission to improve the lives of individuals and families affected by blood cancer," said Mark Lindsey, Chief Strategy Officer of Cosmo Tires. "For me, this cause is deeply personal. In 2002, my younger sister, Aislinn, was diagnosed with Acute Lymphoblastic Leukemia for a second time at just eight years old. Since then, I have been fortunate to receive incredible

support from friends, family, and business associates. This year, Tony Gonzalez and I believed we could make an even greater impact by inviting our industry partners to join us in this effort. What began as a fundraising initiative has evolved into a meaningful long-term partnership with Blood Cancer United that extends to our customers, retail partners, and manufacturing partners around the world."

Cosmo Tires CEO Tony Gonzalez emphasized the importance of the mission and the company's commitment to making a difference.

"Blood cancer has touched my family in a profound way, and I have personally lost both my grandmother and my father to this disease," said Gonzalez. "It is an honor to support such an important cause. Mark has been an inspiration to me for many years through his passion and dedication to raising awareness and funding in the fight against blood cancer. I am incredibly proud of what our team has accomplished and grateful to our eCommerce partners for stepping up alongside us to make a meaningful difference."

Cosmo Tires is a proud partner of Blood Cancer United through the "Give for More Life (and Moments)" campaign, a meaningful initiative supporting individuals and families affected by blood cancer. The partnership reflects Cosmo Tires' commitment to making an impact beyond the road by helping advance blood cancer research, patient support, education, and advocacy.

Recognizing the power of collective action, Cosmo Tires brought together some of the tire industry's leading eCommerce retailers—Priority Tire, Tire Agent, Tires Easy, and TireBros24—to join Blood Cancer United in raising awareness and funding for this important cause. By uniting key industry partners behind a shared mission, Cosmo Tires is helping expand the reach and impact of Blood Cancer United's goal of delivering one million years of life by 2040.

As the partnership continues to grow, Cosmo Tires remains committed to mobilizing the tire industry, its customers, and its partners in support of Blood Cancer United's vision of creating more life—and more moments—for families affected by blood cancer.

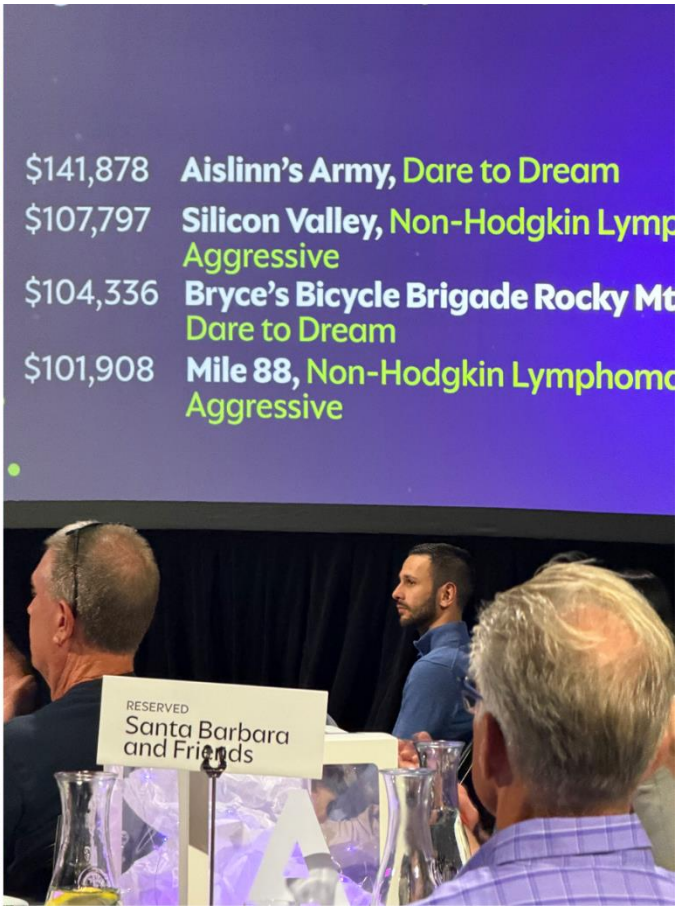
About Cosmo Tires:

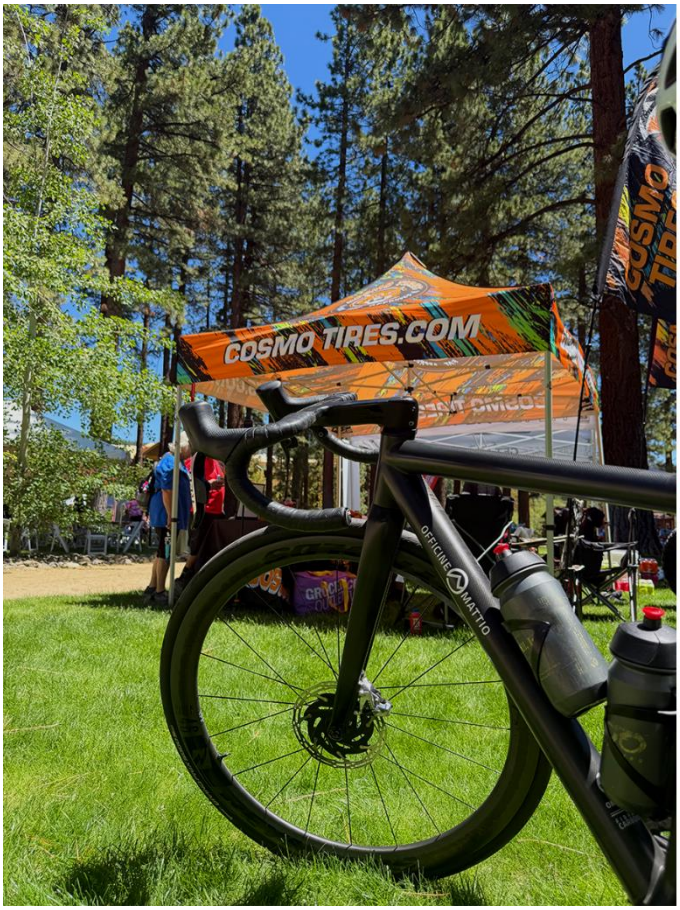
Founded in 1995, Cosmo Tires is a premier lifestyle brand offering a comprehensive range of high-quality tires, including performance, passenger, off-road, light truck, van, trailer, and truck tires. Renowned for its superior quality and exceptional value, Cosmo Tires is dedicated to innovation, continually advancing tire design using premium materials and cutting-edge construction techniques. Our commitment extends beyond performance; all products are manufactured in eco-friendly facilities, reflecting our dedication to sustainability and environmental stewardship.
For more information, visit CosmoTires.com

About Blood Cancer United®:

Blood Cancer United® (formerly The Leukemia & Lymphoma Society) is the largest global nonprofit focused on blood cancer patient support, research, and advocacy. Since their founding in 1949, the organization has consistently evolved to better serve people affected by all 100-plus types of blood cancer. Blood Cancer United funds innovative research, offers free resources and personalized support, and advocates at state and national levels for more accessible and affordable healthcare for all patients. To learn more, visit BloodCancerUnited.org.

Blood Cancer
United
Thank you, AMBBR
Give For More Life Partners
COSMO TIRES
TIRE ///
AGENT
tires easy
Tirebros 24
PRIORITY TIRE


$141,878 Aislinn's Army, Dare to Dream
$107,797 Silicon Valley, Non-Hodgkin Lymp
Aggressive
$104,336 Bryce's Bicycle Brigade Rocky Mt
Dare to Dream
$101,908 Mile 88, Non-Hodgkin Lymphoma
Aggressive
RESERVED
Santa Barbara
and Friends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Team Hope