



BLAINS FARM & FLEET AND UNIROYAL® TIRE GO THE EXTRA MILE TO SUPPORT RICE LAKE SOCCER ASSOCIATION

RICE LAKE, Wis. — (October 21, 2010) — As part of a successful team effort, the Rice Lake Soccer Association has received more than \$750 in both funds and equipment from Blains Farm & Fleet and Uniroyal® Tire. The national program, currently in its 11th year, continues to be a major supporter of youth soccer. Partnering with its tire dealers, Uniroyal® Tire has donated nearly \$13 million in funds and equipment, including over one million soccer balls, since 2000 through the Uniroyal Soccer Program.

“This program is about giving back and helping my community in supporting our local youth,” said Rod Burkhead from Blains Farm & Fleet. “Everyone at Blains Farm & Fleet is pleased to be taking part in such a unique initiative. It’s great to see families in the store and the parents are as appreciative as the children to receive a free soccer ball.”

“We enjoy being able to offer such a successful program to our dealers and their communities again this year,” said Ashley Ramos, Uniroyal® Tire marketing communications manager. “Providing a national program, which is implemented on a local level, wouldn’t be possible without a solid commitment from dealers like Blains Farm & Fleet.”

Uniroyal® Tire is one of the world's leading tire brands for passenger and commercial cars, pick-ups, light trucks, minivans and sport utility vehicles. Dating back to 1892, Uniroyal® Tire has developed a reputation for providing high-quality, affordable tires including its Tiger Paw® and Laredo® series. Uniroyal® tires offer just the right combination of dependability, traction and grip in almost every weather condition, and come with one of the industry's leading warranties.

For the latest information about the Uniroyal Soccer Program and Uniroyal® Tires, visit the brand’s website at www.UniroyalTires.com; to find us on Facebook, visit www.facebook.com/UniroyalSoccer. To learn more about Blains Farm & Fleet please call, 715-234-7092 at 2011 So. Main St. in Rice Lake, or visit www.farmandfleet.com.

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