

Tyres & More finds 20 000 ways to help fire ravaged communities

Emergency bushfire response was felt as far as Christchurch, New Zealand, over the weekend when during a Yokohama Dealer Forum, Tony and Therese Scalzo, of Tony's Tyres & More in Warragul, Victoria, were alerted to the immediate danger their house and town were in.

"I've lived there in Labertouche for nearly 40 years and it's been a place where you see the odd bushfire in the distance but to come up to the back door was just plain scary" explained Tony Scalzo "My wife and I had never been through anything like it before"

With the help of a fire fighter friend Tony and Therese battled the flames from Saturday afternoon until fortunately escaping the turmoil and saving their home late that night.

"The smoke and flames travelled so quick it took everything in its path, compared to Marysville and Kinglake we got off fairly light but there is still destruction everywhere you look."

Andrew McCathie from Traction Tyres & More in Rowville, Victoria, is just one of the many Tyres & More dealers to also have been personally affected by the tragedy.

"With a strong background in motorsport I have been rallying through and involved with areas such as Marysville for more than a decade, not only do I feel for those lost in the blaze but to see genuine and special towns faced with ruin is heartbreaking."

From location to lifestyle various Tyres & More stores have strong links to the local community affected and can empathise with the victims. Due to such strong community links and family based values, empathy has extended to stores around the country. From Tasmania to Townsville and Padstow to Perth, Tyres and & More stores are doing their bit to help those in need.

The idea to contribute started from Milard Tyres & More in Queensland and has already snowballed into something substantial. Each store will donate \$250 towards the Salvation Army Bushfire Relief Appeal with backing from the Tyres & More National Support office of another \$2 000. Combine all 72 stores of the Tyres & More National Network and it means \$20 000 will be donated to help the victims.

"The devastation caused by this disaster surpasses anything that has happened before in our living memory and the Salvation Army, along with other organisations, is at the front line providing food, clothing, accommodation and counselling to victims and their families" said Pat Daley, Salvation Army Media Liaison Director.

"We greatly appreciate the support of Tyres & More for making this type of relief support possible and the monies raised will go directly to the people who need this within hours if not only a matter of days."

Tyres & More encourages all those interested in donating to contact the Salvation Army Disaster Relief Fund by calling 13 Salvos (137258).

ENDS

For further information contact

Tyres and More
PR Consultant
Bianca Wise

TYRES & MORE

More than just tyres

Ph: **13 MORE**
www.tyresandmore.com.au

0401 207 000
bianca@altitudeexposure.com.au

T&M Holdings Pty Limited
Yokohama 123 - 129 Silverwater Rd
Silverwater NSW 2128
PO Box 6002 Silverwater NSW 1811

T (02) 8748 2600
F (02) 8748 2622
E info@tyresandmore.com.au

T&M