



DEPARTMENT OF RESOURCES RECYCLING AND RECOVERY

801 K STREET, MS 19-01, SACRAMENTO, CALIFORNIA 95814 • (916) 322-4027 • WWW.CALRECYCLE.CA.GOV

July 13, 2010

Dear Just Check It – Tire Sustainability Campaign Partner:

The Department of Resources Recycling and Recovery (CalRecycle) thanks you for your partnership in California's "[Just Check It](#)" Tire Sustainability Program to inform motorists about the benefits of proper tire maintenance.

As you know, by keeping tires properly inflated, Californians can stay safe on the road, get better fuel efficiency and have longer lasting tires, which helps save money and protect the environment. Properly inflated tires help drivers steer better, stop faster and avoid blowouts.

CalRecycle has developed a suite of **FREE** collateral materials for you to share with your customers, members and sponsors. On the collateral form attached, we invite you to select items you would be interested in ordering. We invite you to also contact us regarding opportunities to co-brand educational materials (with your organization's name and logo) along with CalRecycle's "Just Check It" Tire Sustainability Program.

Please fill out the form attached and fax back it back to (916) 447-8509 or e-mail it to Megan.Lloyd-Jones@Edelman.com.

Thank you for your consideration. By participating in this program you are not only helping educate Californians on an important topic, but you are also positioning your organization as a safety-conscious and environmentally-concerned business. We look forward to partnering with you to promote proper tire care for all Californians.

Please feel free to contact me at 916-871-0603 with any questions or if you need additional information.

Sincerely,

Jennifer

Jennifer Zins
on behalf of CalRecycle's Tire Sustainability Program





Please select the items you would like and their corresponding quantities.
Materials available while supplies last.

- YES! We are interested in partnering with CalRecycle on the “Just Check It” Tire Sustainability Campaign and would like to receive free promotional materials.**

Company: _____

Contact Name: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail: _____

✓ Tire Pressure Car Window Decal 2.5” x 1.5”. Available in English.

Quantity:

- 250
- 500
- 1,000
- 5,000

(Please select one quantity)



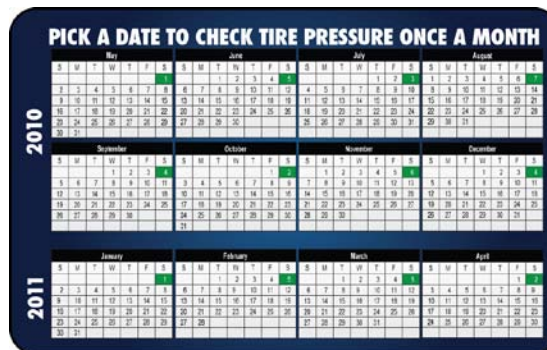
✓ Tire Pressure & Tread Reminder Card 85.60 x 53.98 mm. Available in English & Spanish.

Quantity in English:

- 50
- 100
- 300
- 600

Quantity in Spanish:

- 25
- 50
- 100
- 200



(Please select one quantity for each language desired)

✓ **Tire Maintenance Fact Sheet** 3.6" x 8.5" Available in English, Spanish & Chinese.

Quantity in English/Spanish:

- 25
- 50
- 100
- 200

Quantity in English/Chinese:

- 25
- 50

(Please select one quantity for each language desired)



Proper tire maintenance is quick and easy, with so many benefits! Make healthy tires part of your monthly routine.

BENEFITS OF PROPERLY INFLATED TIRES:

- ✓ Stay safe on the road
- ✓ Get better fuel efficiency
- ✓ Make your tires last longer, which saves you money and protects the environment

SIMPLE TIRE MAINTENANCE TIPS:

- ✓ Check your tires once a month, when they are cool to the touch, for the right inflation level
- ✓ Test each tire's tread depth monthly using the "Penny Test." Insert a penny upside down. If you can see the top of Lincoln's head, tire tread is too low.
- ✓ Have your tires rotated and balanced every 5,000 - 8,000 miles ⁱ

DID YOU KNOW?:

- ✓ Nearly 50 percent of vehicles in the U.S. have at least one under-inflated tire ⁱⁱ
- ✓ Under-inflated tires cause more than 600 vehicle crashes and 30,000 injuries each year ⁱⁱⁱ
- ✓ California generates 44 million scrap tires a year. When properly recycled, tires can be made in to cost-effective, environmentally-friendly and durable material used for roads, playgrounds and sound barriers.

i Rubber Manufacturers Association
ii Rubber Manufacturers Association, Tire Pressure Survey, May 2009
iii National Highway Traffic Safety Administration, September 2004

WWW.JUSTCHECKIT.INFO 

Please fax this form back to **(916) 447-8509**
CalRecycle c/o Edelman Public Relations