



Contact: John Roemer
Cell phone: 406-240-4461
Email: roemers@gmail.com

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Roemer's Tire Factory Celebrating 60 Years with 60 Acts of Kindness

Roemer's Tire Factory is celebrating its 60th year as a locally-owned, family business in Missoula. "This is a big deal in this day and age when businesses seem to come and go. And we're very proud to say that our company has survived and thrived through some of the worst economic times of these past 60 years," says owner, John Roemer.

Roemer says he is truly grateful to his customers and plans to give back to the Missoula community throughout the year. "We're planning to carry out 60 Acts of Kindness in 2013 - one for every year we've been in business. These Acts of Kindness will range from small everyday things, to our plan to raise at least \$5000 for Missoula Aging Services."

Roemer says that, as he looked around, he realized that many of his longtime customers now utilize the programs provided by Missoula Aging Services. Meals on Wheels and Retired Senior Volunteer Programs are two great examples. "What better way to give back to our community than to support an agency that is helping those customers who have supported our family and staff these past 60 years."

As a core piece of this effort, Roemer plans to donate a portion of every tire sold during the month of June to Missoula Aging Services. "This is an ambitious plan. In order for us to reach our goal we'll need to install more tires than we've ever sold in the month of June." He says that he's confident that his service team can get it done. And the company will be offering special pricing during the month to support the effort.

Roemer says he is focusing many of their 60 Acts of Kindness on Missoula Aging Services initiatives, clients and volunteers. But he is aware that there are many people in the community who need help and is extending Acts of Kindness to others as well, with a number of services already provided on a complementary basis. "We are well underway with our 60 Acts of Kindness," he says.

Roemer notes that he and his staff will likely be challenged by the amount of requests received. "We will do our best to respond, but we know that there are many more needs in our community than our humble resources can realistically respond to."

Roemer adds, "Our family has always felt a need to give back to the great community of Missoula. My dad served on the Missoula City County Consolidation Committee and was elected President of the Missoula Chamber of Commerce in 1976 and served on its Board of Directors for nearly 10 years."

John was one of the original founders of the Missoula Downtown Association and served 17 years on the MDA Board. He has also served a combined 15 years on the board of the Missoula Parking Commission, a position in which he still serves.

First established as Roemer's Conoco in 1953 by Jack and Pat Roemer, Roemer's Tire Factory is now owned and operated by Jack and Pat's son, John Roemer. The original service station was located on the northwest corner of Main and Pattee Streets in downtown Missoula (site of the current Quest Communications building). In 1962 the business moved to its present location at 240 E Broadway.

Roemer says that he is very proud of the fact that the business has continually evolved with the times. He credits his mom and dad with having the wisdom and courage to make the early changes. From the beginnings as a Conoco Service Station, they evolved into a specialized auto repair center that sold gasoline and tires under the name Roemer's Car Clinic. They then made a difficult decision to abandon gasoline sales altogether in the late 1970s to become Roemer's Tire and Auto Service Center. Finally, he cites his own decision in 2000 to join Northwest Tire Factory Group as a significant turning point in the family business.

Now operating as Roemer's Tire Factory, the company remains a locally owned and operated partner of the largest member-owned tire buying cooperative west of the Mississippi. Roemer states, "Being an owner of the Tire Factory distribution company allows us to compete with the big boys. In 2012 Tire Factory members purchased nearly 100 million dollars of product from ourselves. Tire Factory has allowed us to keep our home town values, traditions and culture, while providing our customers with extremely competitively priced products."

He went on to add, "Today you will find over 230 Tire Factory members in 15 western states. All of us gladly take care of one another's traveling customers when they need help."

In looking back, Roemer states, "There aren't that many businesses in Missoula that truly go back 60 years, especially those owned by the same family the entire time. We feel very blessed to be among those that have remained a Missoula staple these many years."

The Roemer's Tire Factory reception area currently has on display a series of photo montages that showcase Roemer's 1953-2013 history in Missoula. The company has also added a special 60th Anniversary page to its website at <http://RoemersTireFactory.com> and has added a 60th Anniversary cover photo and timeline to its Facebook page at <http://Facebook.com/RoemersTireFactory>.

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If you'd like more information about Roemer's 60th Anniversary or the 60 Acts of Kindness Campaign, or to schedule an interview with John Roemer, please call John at 406-240-4461 or e-mail him at roemers@gmail.com. Photos are available.