



For Immediate Release
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Press Release

**SULLIVAN TIRE ANNOUNCES PARTNERSHIP
WITH RED SOX MANAGER ALEX CORA**

February 22, 2019 (Norwell, MA) - Sullivan Tire and Auto Service is thrilled to announce a partnership with Alex Cora, Manager of the World Series Champions, the Boston Red Sox. The initial agreement is for two years and includes TV commercials and personal appearances.

Paul Sullivan, Vice President of Sullivan Tire, said, "Alex possesses not only a deep knowledge of the game of baseball, but more importantly, he epitomizes diligence and leadership skills that we can all learn from. These, along with his love of family and passion for his home of Puerto Rico, are respectable qualities that embody the Sullivan spirit. We are honored and excited to be working with Alex."

Sullivan Tire has been a longtime advertiser on Boston sports broadcasts and has had agreements with many professional sports figures throughout the years including: Dustin Pedroia, Jim Rice, Dennis Eckersley and Terry Francona of the Boston Red Sox; Greg Campbell and Torey Krug of the Boston Bruins; and James Develin of the New England Patriots.

For media inquiries, please contact: Samantha Santoro, ssantoro@regancomm.com, 617.488.2836

About Sullivan Tire and Auto Service:

Headquartered in Norwell, MA, Sullivan Tire and Auto Service is New England's home for automotive and commercial truck care with 71 retail locations; 15 commercial truck centers; 13 wholesale, 3 tire retread, and 2 LiftWorks facilities; and 2 distribution centers. The foundation on which Robert J. Sullivan started Sullivan Tire in 1955 was "treat everyone, customers and fellow employees, as you would a member of your family," and that tradition continues today. Today Sullivan Tire continues to grow with over 1,200 employees and locations in Massachusetts, New Hampshire, Rhode Island, Connecticut and Maine. For more information on Sullivan Tire please visit www.sullivantire.com.

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