



Boston Bruins' Charlie Coyle Signs Partnership with Sullivan Tire and Auto Service



Norwell, MA (November 19, 2020) – Sullivan Tire and Auto Service has signed a 12-month agreement with Boston Bruins forward Charlie Coyle, under which Sullivan Tire will partner with Coyle for their marketing and advertising communications efforts throughout New England.

“We are thrilled to announce a partnership with Weymouth, MA native Charlie Coyle of the Boston Bruins. Charlie personifies the hard-working spirit of a Bruin, all the while doing it first class. We look forward to including Charlie in many of our upcoming marketing and advertising initiatives to support not only our communications but our long-time work with the Boston Bruins,” said Paul Sullivan, Vice President of Marketing for Sullivan Tire.

Coyle will be featured in various interviews, appearances – virtual if necessary – and other marketing and advertising initiatives. Sullivan Tire has advertised for many years during Bruins games through the New England Sports Network and has a multi-year agreement with the Bruins that includes TD Garden dasher board signage.

“I’m excited about my partnership with Sullivan Tire,” said Coyle. “Sullivan Tire has been a reliable mainstay in my home town of Weymouth, as well as throughout New England, and my family are longstanding customers. Sullivan Tire has been a sponsor and supporter of the Bruins for more than 40 years, and I’m happy and excited to show my appreciation to them.”

The South Shore native is the newest addition to the long list of Boston’s professional athletes that Sullivan Tire has partnered with over the years, including Torey Krug, Derek Sanderson and Greg Campbell of the Bruins; James Develin of the Patriots; Dustin Pedroia and Jim Rice of the Red Sox; and the late Tommy Heinsohn of the Boston Celtics.

For any media inquiries, please contact Samantha Santoro at ssantoro@regancomm.com.

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 73 retail locations; 15 commercial truck centers; 14 wholesale satellite locations; 2 truck tire retread plants; 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.

###