

## **FOR IMMEDIATE RELEASE**

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## **Alta Convenience Raises \$38,788 for Make-A-Wish® Through the Buy-A-Star, Make-A-Wish® In-Store Donation Campaign**

**Denver, CO - February 13, 2014** – Alta Convenience, a division of Pester Marketing Company, would like to thank its loyal customers for their help in raising \$38,788 during the Buy A Star Make-A-Wish® in-store donation campaign which took place in November and December at all 58 Alta Convenience stores.

In addition to the Make-A-Wish blue stars purchased by customers, Alta Convenience also donated 10% from the sale of each cup of Alta Premium Coffee sold during the two month period.

“All of us at Alta Convenience and Pester Marketing are touched by the generosity of our customers. It is with their donations, made possible through their purchases of \$1 Stars that we, in conjunction with Make-A-Wish® were able to make wishes come true for children with life-threatening medical conditions,”

states Rich Spresser, President and CEO of Pester Marketing Company. “As a result of this successful first year partnership with Make-A-Wish, we are pleased to be able to help grant wishes in Colorado, Kansas, New Mexico and Nebraska.”

Alta Convenience and Pester Marketing Company look forward to continuing its partnership with Make-A-Wish, hoping to bring smiles, joy and wishes to children whom are so brave in their battles against their life-threatening illnesses.

### **About Pester Marketing and Alta Convenience**

Pester Marketing; the parent company to Alta Convenience is a privately held company in business for over 60 years with 58 convenience stores located in 4 states (Colorado, Kansas, Nebraska and New Mexico).

In addition to the retail side of the business, Pester Marketing’s wholesale subsidiary, Alta Fuels, located in Colorado is a major supplier of transportation fuels and a pioneer in bio-fuels, both E85 and Bio-Diesel. Alta Fuels also carries a full line of ExxonMobil lubricants through its subsidiary Alta Lubricants serving customers in southern Colorado and northern New Mexico. The Company also owns and operates its own fuel transportation company, Alta Transportation.

In 2013, Pester Marketing Company established an Employee Stock Ownership Plan (ESOP), making 11 percent of the Company employee-owned.

### **About Make-A-Wish ®**

Make-A-Wish® grants the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy. According to a 2011 U.S. study of wish impact, most health professionals surveyed believe a wish-come-true can have positive impacts on the health of children. Kids say wishes give them renewed strength to fight their illnesses, and their parents say

these experiences help strengthen the entire family. Based in Phoenix, Make-A-Wish is one of the world's leading children's charities, serving children in every community in the United States and its territories. With the help of generous donors and more than 25,000 volunteers, Make-A-Wish grants a wish somewhere in the country every 38 minutes. It has granted more than 226,000 wishes since its inception in 1980; nearly 14,000 in 2012 alone. Visit Make-A-Wish at [wish.org](http://wish.org) to learn more.

### **About Make-A-Wish® Colorado**

Founded in 1983 as one of the nation's first Make-A-Wish Foundation chapters, Make-A-Wish Colorado has granted more than 4,200 wishes to eligible children throughout Colorado. Its mission is to grant the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy. The Foundation finances its endeavors through corporate sponsors, foundations, service clubs, fundraisers and individual contributions. For more information about Make-A-Wish Colorado and how you can share the power of a wish® please call 303.750.9474, visit [colorado.wish.org](http://colorado.wish.org) or connect with us on Facebook at [facebook.com/WishColorado](https://www.facebook.com/WishColorado) or on Twitter at [@WishColorado](https://twitter.com/WishColorado).