

# **Pester Marketing Donates Truckload of Bottled Water to Firefighters of the West Fork Complex Fire**

**Denver, CO – July 5, 2013** – Pester Marketing Company (d.b.a. Alta Convenience and Alta Fuels) donated 31,686 bottles of Nestle Water to the 1,200 men and women firefighters battling the West Fork Complex fires in southern Colorado.

The truckload of bottled water was delivered on June 28th to the West Fork Complex Supply Unit in Del Norte, Colorado. At arrival, the semi-truck containing 22 pallets of water was unloaded, placed in supply unit vehicles and sent to the firefighters.

“First and foremost, I would like to thank our vendor partners at Nestle Waters for their quick response at a very busy time of the year,” said Rich Spresser, President and CEO of Pester Marketing Company. “Their ability to provide the water and the truck for delivery was great.”

The West Fork Complex fire is a trio of wildfires – the Papoose Fire, the West Fork Fire and the Windy Pass Fire and, according to InciWeb.org as of July 5<sup>th</sup> had burned over 110,000 acres.

“The fires in this part of the state have affected so many, we have been very fortunate that all our employees have been safe and we have not experienced any loss of property,” said Spresser. “Given the tragic deaths of the Arizona firefighting crew last Sunday, we recognize what a dangerous job these men and women have; providing water seems like the least we can do.”

## **About Pester Marketing Company**

Pester Marketing Company (d.b.a. Alta Convenience and Alta Fuels) is a privately owned company in business for over 50 years with 57 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 Alamosa, CO is a major supplier of bio-fuels, both E85 and Bio-Diesel. Alta Fuels also carries a full line of ExxonMobil lubricants and serves customers in Colorado and New Mexico.