



"We See You. We Thank You." Convenience Stores Nationwide Honor First Responders During Annual 24/7 Day

July 21, 2025

Yesway joins 35,000 stores nationwide in celebrating first responders while raising funds for disaster relief

FORT WORTH, Texas, July 21, 2025 /PRNewswire/ -- On Thursday, July 24, the U.S. convenience store industry will unite for the seventh annual [24/7 Day](#), a nationwide celebration recognizing everyday heroes—including first responders, EMTs, doctors, nurses, 9-1-1 professionals, and American Red Cross volunteers—who serve our communities around the clock. [Yesway](#), one of the fastest-growing convenience store chains in the United States, with Yesway and Allsup's stores located in Texas, New Mexico, South Dakota, Iowa, Kansas, Missouri, Wyoming, Oklahoma, and Nebraska, proudly announces its participation, joining convenience retailers and suppliers nationwide to honor first responders and raise funds for the American Red Cross.

CELEBRATE 24/7 DAY



24/7 DAY: A DAY FOR HEROES

**HEROES GET A FREE
CORE HYDRATION 30.4oz***
OFFER VALID ON 7/24/25 ONLY.

**FREE FOUNTAIN
ANY SIZE FOR HEROES***
OFFER VALID 7/19/25 THROUGH 2/25/25 ONLY.

DR PEPPER is a registered trademark of Dr Pepper/ Seven Up Inc.

*For firefighters, doctors, nurses, health practitioners, Red Cross volunteers and 911 professionals in uniform or with a badge.



NACS Foundation
Response
Relief



American
Red Cross

This year, Yesway and Allsup's stores will show appreciation by offering:

- A free 30.4 oz Core Hydration water to all first responders on July 24*
- A free fountain drink of any size from July 21 to July 24

These complimentary items are available to firefighters, doctors, nurses, healthcare professionals, Red Cross personnel, and 911 operators in uniform or with valid identification as a token of gratitude for their continued service and dedication.

"At Yesway, community support is central to our mission," said Tom Trkla, Chairman, President, and Chief Executive Officer of Yesway. "We are honored to stand alongside the NACS Foundation and our industry peers in celebrating 24/7 Day. First responders are the lifeblood of the communities we serve, and this annual tradition is one meaningful way we can express our gratitude for their courage, commitment, and tireless efforts."

This year's theme "We See You. We Thank You," speaks to the often-unheralded work that first responders do—running toward disasters when others must evacuate or flee. The national 24/7 Day celebration raises awareness and recognizes these heroes from one of their largest supporters— convenience store retailers and industry suppliers. Across the country, more than 90 convenience retailing companies and brands will honor first responders with unique offers, and the event will also raise awareness of, and donations for, the Red Cross.

Convenience stores are vital hubs in every community: 93% of Americans live within 10 minutes of one. With more than 152,000 convenience stores nationwide, the industry cumulatively conducts 160 million transactions daily, sells 80% of the nation's fuel, and donates more than \$1 billion a year to charitable causes.

Emergencies occur every day, and the American Red Cross, supported by convenience industry partners like Yesway, plays a critical role in helping those affected:

- The Red Cross responds to an emergency every eight minutes
- Each year, it addresses an average of 65,000 disasters
- 95% of its disaster relief workforce are volunteers

"We hope you will join us in supporting the heroes who are always here for us, helping others and giving so much of themselves in times of incredible need," said Nathan Measom, Director of Cause Marketing for the American Red Cross. "Our continued partnership with the NACS Foundation is one of the most critical ways we highlight the work done each year in communities across the United States, which is not often seen by the public. It's our honor to shine a light on these heroes and thank them for their incredible effort."

"The 24/7 Day celebration was born from the realization of the deep connection between first responders and the convenience store community," said Stephanie Sikorski, Executive Director of the NACS Foundation. "We've heard too often that 'nothing good happens after zero-dark-thirty,' but our research shows that these small hours are when first responders and convenience stores unite across a range of efforts, from setting up for a disaster relief effort or simply getting a cup of coffee or healthy snack during a shift to keep energy high. We are proud to support these efforts, which keep our communities strong."

***Offer valid only on Thursday, July 24, 2025.**

To find the Yesway or Allsup's store closest to you, please visit [Yesway.com/locations](https://www.yesway.com/locations) or [Allsup.com/allsup-locations](https://www.allsup.com/allsup-locations), and to share stories and appreciation for hometown heroes and first responders on social media using the hashtag #247Day.

Editor's note: Contact Erin Vadala, Warner Communications; (617) 669-1560; erin@warnerpr.com to arrange interviews. High-resolution images and graphics are available upon request.

About Yesway – Yesway is one of the fastest-growing convenience store operators in the United States. Established in 2015, Yesway is a multi-branded platform headquartered in Fort Worth, Texas, operating 444 stores across Texas, New Mexico, South Dakota, Iowa, Kansas, Missouri, Wyoming, Oklahoma, and Nebraska. Yesway operates its portfolio primarily under two successful brands, Yesway and Allsup's, with sites that are differentiated through a leading foodservice offering – featuring Allsup's famous deep-fried burrito – and a wide variety of high-quality grocery items and private-label products. Yesway's geographic footprint consists of stores located in attractive rural and suburban markets across the Southwest and Midwest, where it is often the convenience retail destination of choice and effectively the local grocer. The Yesway team has a successful track record of growth through acquisitions and believes it is well-positioned to continue to solidify its market position and increase its store count. Yesway has received numerous industry awards for its growth initiatives, management team, loyalty program, and employees' contributions to the industry. To learn more about Yesway, visit www.yesway.com.

About the NACS Foundation

NACS Foundation is the 501(c)3 charitable arm of NACS, the global industry association dedicated to advancing convenience and fuel retailing. In partnership with fuel retail, convenience and suppliers across the U.S., the NACS Foundation propels brighter futures by unifying and amplifying the philanthropic and charitable activities of the industry in communities across America. To learn more, visit conveniencecares.org, or visit us on Facebook at [@TheNACSFoundation](https://www.facebook.com/TheNACSFoundation) and X at [@NACS_Foundation](https://twitter.com/NACS_Foundation).

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