



Yesway Extends Support to the Texas Hill Country Following Devastating Kerr County Flooding

July 8, 2025

Community members, customers, and supplier partners are encouraged to join in-store fundraising efforts through July 31

FORT WORTH, Texas, July 8, 2025 /PRNewswire/ -- In the wake of the heartbreaking flooding that struck Kerr County and surrounding areas over the July 4th weekend, [Yesway](#) is joining the effort to provide comfort, support, and relief to those who need it most. As a company deeply rooted in Texas, we are humbled to stand alongside the people of the Hill Country during this incredibly difficult time.

**WE ARE
TEXAS
STRONG**

TOGETHER

NO PLACE LIKE HOME

DONATIONS NEEDED

Yesway has committed \$100,000. We are hoping our Yesway & Allsup's customers can help us raise as much money as possible for the affected communities.

Every customer can donate

\$ 1, \$ 5, \$ 10

or more

Donations can be made at checkout.

Say yes to convenience

To aid immediate recovery and long-term rebuilding, Yesway is pledging a \$100,000 donation to the Community Foundation of the

Texas Hill Country's [Kerr County Flood Relief Fund](#). In the spirit of compassion and collective strength, we are also inviting our Yesway and Allsup's customers, employees, and supplier partners to contribute through donations made at the checkout, so that together, we can raise as much money as possible for the affected communities.

Now through July 31, 2025, donations of \$1, \$5, \$10, or more can be made at the register in any Yesway or Allsup's store. Every dollar raised will be directed to the [Community Foundation of the Texas Hill Country's](#) relief efforts to help families and first responders recover and rebuild.

As reported by the *Hilltown Community Journal*, the floods came swiftly and without warning in the early hours of July 4th: "The flooding struck with deadly speed along the Guadalupe River, catching many off guard... Kerrville City Manager Dalton Rice said the Guadalupe River rose approximately 26 feet in just 45 minutes..." The damage has been extensive, with disaster declarations issued for 14 Texas counties, including Kerr, Gillespie, Comal, and Kimble, among others. Campsites, homes, and riverside communities have been destroyed. Lives have been lost, and search and rescue efforts continue even now. The road to recovery will be a long one.

"Our hearts are with the families, first responders, and entire communities whose lives were forever changed by these floods," said Tom Trkla, Yesway's Chairman, President, and Chief Executive Officer. "We are not first responders, but as neighbors and fellow Texans, all of our over 3,100 employees in the state feel a deep responsibility to help however we can. It is with gratitude and humility that we offer our support and ask others to join us. Even a small donation can be a lifeline for someone in need. Yesway has always believed in the power of community. While no single act can undo the devastation, we hope that, together, we can provide relief, restore hope, and remind those suffering that they are not alone."

To find the Yesway or Allsup's store closest to you where donations to Yesway's fundraising campaign can be made, please visit [Yesway.com/locations](https://www.yesway.com/locations) or [Allsup.com/locations/](https://www.allsup.com/locations/).

Editor 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 and headquartered in Fort Worth, Texas, Yesway operates 444 stores across Texas, New Mexico, South Dakota, Iowa, Kansas, Missouri, Wyoming, Oklahoma, and Nebraska. The company operates under the trusted Yesway and Allsup's brands and is renowned for its fresh, high-quality offerings, private-label products, and industry-leading food service—including the iconic Allsup's burrito. Recognized for its innovation, customer loyalty program, and exceptional team, Yesway has earned numerous industry awards and continues to set the pace for growth and excellence in the convenience retail sector. Learn more at [yesway.com](https://www.yesway.com).

About The Community Foundation of the Texas Hill Country: Founded in 1982, the [Community Foundation of the Texas Hill Country](#) is a public charitable foundation that supports nonprofits and local causes in the region. The Community Foundation grants funds to charities and awards scholarships to students throughout the Hill Country. On average, the Foundation distributes approximately \$6 million each year.

SOURCE Yesway