



## Yesway's Texas Strong Fundraising Campaign Achieves \$200,000 Charitable Donation Goal in Partnership with Supplier Partners and Customers

August 23, 2023

*Donations will benefit local charities and civic organizations in Matador, Hawley, and Perryton, Texas, whose communities were tragically impacted by recent tornadoes.*

FORT WORTH, Texas, Aug. 23, 2023 /PRNewswire/ -- [Yesway](#), one of the country's fastest-growing convenience store chains, today announced that through the generosity of its supplier partners, and loyal Yesway and Allsup's customers and employees, it has achieved the \$200,000 goal it had set for its latest **Texas Strong** fundraising campaign.

Yesway launched the Texas Strong fundraising campaign with an initial commitment to donate \$100,000 to extend support and aid to the communities affected by the catastrophic tornadoes that struck the towns of Matador, Hawley, and Perryton, Texas in late June, which are among the communities the company serves in the state.

"We deeply empathize with the hardships the people of Matador, Perryton, and Hawley are facing, and this contribution is intended to help alleviate some of the more immediate burdens and provide a steppingstone towards recovery and rebuilding," said Tom Trkla, Chairman and Chief Executive Officer of Yesway.

He continued, "Yesway and Allsup's supplier partners including ABI-Budweiser (\$15,000), Delek US Holdings (\$10,000), M&H Ice (\$10,000), Swedish Match (\$10,000), Valero (\$10,000), East Texas Sales & Service (\$3,000), Vibez Sunglasses (\$1,000), SOCi (\$250), and Westport Solutions (\$200), have been amazingly generous in joining us in raising funds and making donations, as have our loyal Yesway and Allsup's customers and employees, who collectively donated \$28,359. We extend our heartfelt gratitude to all those who have contributed. Their generosity, passion, and hard work will make a tangible difference in the lives of those impacted by these recent events. Together, we have demonstrated the true spirit of compassion and community."

Among the civic organizations and local charities who will be beneficiaries of Yesway's Texas Strong fundraising campaign are:

- [Panhandle Community Services](#)
- [Amarillo Area Foundation – Benefits Perryton](#)
- [Jireh Outreach Ministries – Foodbank](#)
- [Perryton – Mercy Chefs Mission is to Feed People](#)
- [Patriotic Hearts](#)
- [Happy State Bank, Matador](#)
- [The Community Foundation of West Texas \(CFWTX\) Matador Tornado Fund](#)
- [Salvation Army of Lubbock](#)
- City of Hawley - Storm Relief
- [Canadian River Beach Club - 15th Annual Calf Fry Festival](#) to benefit recovery in Perryton

If you would like to join Yesway in supporting these groups, we encourage you to contact them directly.

"Again, we are truly grateful to our supplier partners, and customers and employees for their generosity and thank them all for joining us in supporting these communities that our customers, team members, neighbors, and fans call home," Mr. Trkla concluded.

To find the Yesway or Allsup's store closest to you, please visit [www.Yesway.com/locations](http://www.Yesway.com/locations) or [www.Allsups.com/allsups-locations/](http://www.Allsups.com/allsups-locations/).

**Editor note:** Contact Erin Vadala, Warner Communications; (978) 468-3076; [erin@warnerpr.com](mailto: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 440 stores across Texas, New Mexico, South



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*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 growing through acquisitions and believes it is well positioned to continue to solidify its market position and grow 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](http://www.yesway.com).*

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