



Yesway Offers Support to the Matador, Perryton, and Hawley, Texas Communities Through Its Texas Strong Fundraising Campaign

June 22, 2023

Customers and supplier partners are invited to join and donate at all Texas Yesway and Allsup's store locations

FORT WORTH, Texas, June 22, 2023 /PRNewswire/ -- [Yesway](#), one of the country's fastest growing convenience store chains, today announced its **Texas Strong** fundraising campaign will provide support through a donation of \$100,000 to the Matador, Perryton, and Hawley, Texas towns that have been so tragically impacted as the result of catastrophic tornadoes that struck these towns over the last week bringing loss of life, home, and community to many.

Perryton, a rural Texas Panhandle town of approximately 8,000 was hit on June 15th, with Matador, a small town of 600 nearly flattened on June 21st, with at least four lives lost and dozens injured. In Hawley, an even smaller town of only 584 where the local Allsup's serves as a community hub, the effect of the tornadoes has been devastating.

Through July 31, 2023, Yesway and Allsup's customers in Texas will have the opportunity to make \$1.00, \$5.00, \$10.00 (or larger) donations at checkout.

"Everyone at Yesway feels compelled to support our friends and neighbors who live and work in Matador, Perryton, and Hawley," said Tom Trkla, Yesway's Chairman and Chief Executive Officer. "We are donating \$100,000 to benefit the families and community members who have been affected by these disastrous tornadoes. We ask our Yesway and Allsup's customers to join us by making donations at our stores. We also invite our supplier partners to join with us in raising funds for our affected communities. Every generous donation will help us to achieve our goal of raising \$200,000 for those who have been affected."

To find the Texas Yesway or Allsup's store closest to you where donations to Yesway's **Texas Strong** Fundraising campaign can be made, please visit www.Yesway.com/locations or www.Allsups.com/allsups-locations/.

Supplier partners who would like to join Yesway's fundraising efforts in Texas, please contact Derek Gaskins at derek.gaskins@yesway.com.

Editor note: Contact Erin Vadala, Warner Communications; (978) 468-3076; 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 439 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 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.

Contact: Erin Vadala, Warner Communications; (978) 468-3076; erin@warnerpr.com

SOURCE Yesway



Yesway gives back to the Matador, Perryton, and Hawley, Texas communities through its Texas Strong fundraising campaign. Yesway will donate \$100,000, and customers and supplier partners will have the opportunity to join with the company and donate at all Texas Yesway and Allsup's store locations to help Yesway achieve its goal of raising \$200,000 for those affected by devastating tornadoes.