



**FOR IMMEDIATE RELEASE**

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## **Yesway Honors First Responders and Military Servicemen and Servicewomen with “Free Fountain on the 4<sup>th</sup>”!**

*Fast growing convenience store chain offering free dispensed soft drinks to those who serve our country and their communities on Independence Day*

**(Des Moines, IA) – July 2, 2018** – In celebration of the July 4<sup>th</sup> Independence Day holiday, [Yesway](#), the fast growing and innovative convenience store chain, is honoring America’s first responders and active and retired members of the military with “Free Fountain on the 4<sup>th</sup>”! Customers who currently serve, or have served, on their local police force, fire department, EMT service, first responder support teams, or any branch of the U.S. military, are invited to visit their local Yesway store all day on Wednesday, July 4, 2018, for a free any size fountain drink.



Yesway also invites its customers to join it in supporting first responders and active and retired members of the military as it celebrates America's independence on this 4<sup>th</sup> of July - and throughout the year. As part of its recently launched charitable giving program, [Yesway Gives Back](#), Yesway is donating five cents (\$.05) from the sale of every specially-marked bottle of Yesway-branded water, up to \$25,000, to Operation Homefront, a national nonprofit organization whose mission is to build strong, stable, and secure military families, so that they can thrive in the communities they have worked so hard to protect.

"We launched our 'Free Fountain on the 4<sup>th</sup>' celebration to show our appreciation for the honorable men and women who serve us so faithfully each and every day," said Brian Trout, Yesway's Senior Vice President of Operations. "It is very important to us as an organization to recognize the many first responders and members of the military who live and work in the communities we serve and also to express our appreciation to our many loyal customers.

*Editor note: To arrange interviews with Yesway executives, contact Erin Vadala, Warner Communications at [erin@warnerpr.com](mailto:erin@warnerpr.com) or (978) 468-3076. High-resolution images and graphics are available on request.*

**About Yesway** – BW Gas & Convenience, d/b/a Yesway, is headquartered in Des Moines, Iowa. Yesway debuted at #7 on the Convenience Store News "2018 Top 20 Growth Chains" list, was named a "2017 Chain to Watch" by Convenience Store Decisions, and most recently ranked #78 on the "CSP Top 202 Chains" list. Yesway's swiftly expanding portfolio currently consists of 150 stores located in Iowa, Kansas, Missouri, Oklahoma, Texas, South Dakota, Wyoming, and Nebraska. Yesway plans to acquire, improve, and rebrand 500 convenience stores in selected regions of the United States over the next several years. For more information on Yesway, please visit the company's website at [www.yesway.com](http://www.yesway.com)

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