



**FOR IMMEDIATE RELEASE**

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**#SayYesToWinning with Yesway Super-Swipes!  
Win FREE Gas for a Year, or thousands of  
other Free-for-a-Year and Instant Prizes**

*Every Yesway Rewards card swipe is an entry to win, from now through June 25<sup>th</sup>*

**(Des Moines, IA) – May 14, 2019** – [Yesway](#), the fast growing and innovative convenience store chain with locations in Iowa, Kansas, Missouri, Oklahoma, Texas, Nebraska, New Mexico, South Dakota and Wyoming, invites everyone to #SayYesToWinning with [Yesway Super-Swipes](#) for a chance to win FREE Gas for a YEAR, or one of thousands of other Free-for-a-Year and Instant Prizes, presented by [Dr Pepper](#).



One lucky Yesway Rewards loyalty program member will win the Yesway Super-Swipes Grand Prize of Free Gas for a Year (up to \$1,500), and there will also be 10 First Prize winners of 50¢ off per gallon of gas for a year.

Yesway customers also have a chance to win over 100 Free-for-A-Year Prizes, from top consumer brands like Hostess, Hershey's, and Red Bull. In total, there are over 4,000 Instant

Prizes including Yesway Fuel Rewards, Free Beverages, Free Yesway Water, Free Yesway Burritos, and Free Yesway Candy, available to win as part of Yesway Super-Swipes. Look for the Super-Swipes “Win This Item Free-for-a-Year!” sign affixed to the shelf by the eligible items in Yesway stores. (For a complete list of prizes visit [www.yesway.com/super-swipes](http://www.yesway.com/super-swipes)).



From May 1 - June 25, 2019, every transaction where a Yesway Rewards card is swiped counts as an entry for that Yesway Rewards member; and there is no limit on the number of swipe entries members can receive. Every swipe, phone number entry, or scan of the code on the Yesway Rewards app will earn a member an entry. (Please visit

[www.yesway.com/super-swipes](http://www.yesway.com/super-swipes)

for the Official Rules.)

“We are excited to partner with our key suppliers to offer our customers the chance to win thousands of terrific prizes with Yesway Super-Swipes,” said Derek Gaskins, Yesway’s Senior Vice President of Merchandising & Procurement. “The promotion is a great way to further engage customers in our award-winning Yesway Rewards customer loyalty program during the peak summer selling season. We encourage everyone to become a member and join us in saying YES to winning. Good luck to all!”

Instant Prize winners will receive a special note on their receipt as well as an email notification of their prize. Instant Prizes will appear as rewards on the winning member’s Yesway Rewards account and will be valid for 30 days.

The Grand Prize Free Gas for a Year winner and 10 First Prize winners will be selected at random at the conclusion of Yesway Super-Swipes, on or around June 26, 2019. Free-for-a-Year Prizes will be awarded on a weekly basis throughout the contest, and will be selected from all entries at that time.

To find the Yesway store closest to you, please visit [www.Yesway.com/locations](http://www.Yesway.com/locations). Follow Yesway on Facebook and Twitter at @YeswayStores.

**Editor note:** Contact Erin Vadala, [erin@warnerpr.com](mailto:erin@warnerpr.com); 978-468-3076 to arrange interviews. High-resolution images, graphics available on request.

**About Yesway** – Yesway is headquartered in Des Moines, Iowa. Yesway appears at #6 on the Convenience Store News “2019 Top 20 Growth Chains” list, was named a “2017 Chain to Watch” by Convenience Store Decisions, is ranked #78 on the “CSP Top 202 Chains” list and was most recently awarded a Bronze for Loyalty & Advocacy in the 2018 Loyalty360 Customer Experience Awards. Yesway’s swiftly expanding portfolio currently consists of 150 stores located in Iowa, Kansas, Missouri, Oklahoma, Texas, Nebraska, New Mexico, South Dakota, and Wyoming. 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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