



FOR IMMEDIATE RELEASE

Yesway Celebrates Grand Re-Opening of Neosho and Joplin Stores

Join Yesway on December 17th for great giveaways, and sign up for the “Yesway Rewards” Loyalty Program for a chance to win FREE Gas for a Year!



(Neosho and Joplin, MO) – December 16, 2019 – [Yesway](#), one of the fastest growing convenience store retailers in the United States, is pleased to announce that it will be celebrating the grand re-opening of its newly-remodeled stores in Neosho and Joplin, Missouri on Tuesday, December 17, 2019. Yesway invites everyone to join in on the fun and festivities all day long and enjoy free fountain drinks* and free Yesway swag bags**. Customers will also have a chance to win FREE Gas for Year with Yesway Rewards!

The Yesway Rewards program rewards Yesway’s most loyal customers. Use the Yesway Rewards card in stores and at the pump to earn points and for every 250 points earned, members receive a Smile. Smiles can be redeemed for FREE stuff like freshly-brewed coffee, fountain drinks, Yesway swag and more! When Neosho and Joplin Yesway customers register during the Grand Re-Opening celebration they will earn their first reward, a 10¢ off Fuel Reward

and be entered to win FREE Gas for a Year!. Customers can get a loyalty card and sign up for the program at any Yesway store or by downloading the free Yesway Rewards app, available for iPhone and Android, by visiting www.Yesway.com/rewards on their mobile browser.

The celebration of Yesway's Grand Re-Opening Events will take place at these store locations:

NEOSHO, MO:

Tuesday, December 17th; 738 E McKinney Street

KIX 102.5, the 4 States #1 for Country, will join Yesway at this location for a LIVE RADIO BROADCAST!

NEOSHO, MO:

Tuesday, December 17th; 18078 E Highway 86

JOPLIN, MO:

Tuesday, December 17th; 1117 State Line Road

**While supplies last.*

***Limited one per customer, per visit.*

Editor Note: To arrange interviews with Yesway executives, please contact Erin Vadala of Warner Communications at erin@warnerpr.com or 978-468-3076. High-resolution images and graphics are available on request.

About Yesway – BW Gas & Convenience Holdings, LLC d/b/a Yesway is headquartered in Des Moines, Iowa and Abilene, Texas. Yesway was ranked #1 in year-over-year relative store growth on the Convenience Store News "2019 Top 20 Growth Chains" list, is currently ranked #43 on the "CSP Top 202 Chains" list by total portfolio size, was named a "2017 Chain to Watch" by Convenience Store Decisions, and was awarded a Bronze for Loyalty & Advocacy in the 2018 Loyalty360 Customer Experience Awards. Over the past four years, Yesway has acquired over 450 conveniences stores located in Iowa, Texas, New Mexico, Oklahoma, Kansas, Missouri, Nebraska, South Dakota, and Wyoming, including most recently, the 304-store Allsup's Convenience Stores chain. Yesway plans to grow its portfolio to over 500 convenience stores in selected regions of the United States over the next several years. www.yesway.com.

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