



FOR IMMEDIATE RELEASE

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Fuel Up Your Summer for Winning at Yesway and Allsup's!
**Win FREE Gas for a Year, a Trip to Iceland,
and Thousands of Instant Prizes**

Qualifying purchases will earn entries to win via Yesway Rewards membership through August 25 or at AllsupContest.com through September 5

(Des Moines, IA and Clovis, NM) – May 20, 2020 – [Yesway](#), one of the country's fastest growing convenience store chains with Yesway and Allsup's stores located in Iowa, Kansas, Missouri, Oklahoma, Texas, Nebraska, New Mexico, South Dakota and Wyoming, invites everyone to *Fuel Up Your Summer for Winning!* for a chance to win one of thousands of Instant Prizes and other prizes, including FREE Gas for Year, a trip to Iceland, and more.



One lucky Yesway Rewards loyalty program member will win the [Yesway Summer Sweepstakes](#) Grand Prize of an all-expense paid trip to Iceland valued at \$7,000. When customers purchase any 1L Icelandic Glacial product with their Yesway Rewards membership, they will automatically receive one (1) entry into the Grand Prize Sweepstakes Drawing.

Yesway Rewards members can also win 1 of 8 prizes of FREE Gas for a Year with the purchase of select products from top consumer brands like Dr Pepper, Red Bull, Coca-Cola, Jack Link's, Gatorade, Monster Energy, Fiji Water, and Body Armor. In addition, thousands of Instant Prizes will be awarded with a qualifying purchase.

It is easy for Yesway Rewards members to win:

1. Purchase a participating product using your registered Yesway Rewards Card or mobile app from May 6 - August 25, 2020;
2. Receive a Digital Game ticket delivered to your email address, then;
3. Open your digital game ticket and you could instantly WIN, plus earn sweepstakes entries!

(Please visit www.yeswaycontest.com/ for the Official Rules and a complete list of prizes).

FUEL UP YOUR SUMMER FOR WINNING!

WIN FREE GAS FOR A YEAR!

YOU COULD WIN WHEN YOU BUY SELECT PRODUCTS FROM:

pepsi. MONSTER ENERGY M&M'S SKITTLES SNICKERS Blue Bunny POWER ADE

PLUS WEEKLY PRIZES!
GRILLS, COOLERS, TENTS AND A **POLARIS ATV!**

More information at allsupcontest.com SPONSORED BY ROCKSTAR

How To Play

- 1 Buy qualifying items*
- 2 Snap a photo of your receipt and submit at: allsupcontest.com
- 3 You're entered to win **FREE GAS FOR A YEAR!**

*Qualifying items from the brands featured on this poster are identified with Fuel up your Summer signs in-store. No purchase necessary. Starts May 17 and ends September 5, 2020, while supplies last. See official rules at allsupcontest.com for complete details.

Allsup's customers can [Fuel Up Their Summer for Winning](#) too!

One lucky Grand Prize winner will receive a Polaris® Sportsman® 570 all-terrain vehicle (valued at \$6,899). Customers can also win 1 of 8 prizes of FREE Gas for a Year with the purchase of select Pepsi, Monster Energy, M&M's, Skittles, Snickers, Blue Bunny, Powerade, and Allsup's tortilla, chicharrones, and other Allsup's private label snack products.

Weekly prizes, including 65" TVs, Apple AirPods, a Microsoft Xbox, Apple iPods, and more will also be awarded with a qualifying purchase.

All Allsup's customers need to do to win is:

1. *Buy qualifying items between May 17 - September 5, 2020, while supplies last; and*
2. *Snap a photo of your receipt and submit at allsupcontest.com on your phone or online.*

(Visit www.allsupcontest.com for complete details and the Official Rules).

"For the second summer in a row, we are thrilled to partner with our winning suppliers to provide opportunities for our customers to win thousands of amazing prizes," said Derek Gaskins, Chief Marketing Officer. "The sweepstakes is a terrific way to engage with our Yesway Rewards members and our loyal Allsup's customers during the peak summer selling season. We are excited to make this summer one for winning at Yesway and Allsup's, and encourage everyone to come in to shop with us and enter to win!"

To find the Yesway or Allsup's store closest to you, please visit www.Yesway.com/locations or www.Allsup.com/allsup-locations/. Follow Yesway on Facebook and Twitter at @YeswayStores.

Editor note: Contact Erin Vadala, 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 and Clovis, NM. Yesway is currently ranked #2 in year-over-year relative store growth on the Convenience Store News "2020 Top 20 Growth Chains" list, after being ranked #1 on the "2019 Top 20 Growth Chains" list, is ranked #17 on the "CSP Top 202 Chains" list by total portfolio size, was named a "2017 Chain to Watch" by Convenience Store Decisions, was awarded a Bronze for Loyalty & Advocacy in the 2018 Loyalty360 Customer Experience Awards. The company's CEO has been named a "CSP 2020 Power 20 Deal Maker" and its CTO was recently honored by Convenience Store Decisions with its inaugural "Technology Innovator Award". Yesway's swiftly expanding portfolio currently consists of 415 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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