

## **Stripes® Convenience Stores Announces New In-Store Campaign and Alliance with MD Anderson Children's Cancer Hospital**

August 26, 2014 10:26 PM ET

- Stripes Celebrates Tomorrows - \$500,000 Fundraising Goal
- Funds Dedicated to Children's Cancer Programs and Treatments
- Stripes Community Strike Through Cancer Events Announced

CORPUS CHRISTI, Texas, Aug. 26, 2014 /PRNewswire/ -- Stripes® Convenience Stores has announced a new alliance with The University of Texas MD Anderson Children's Cancer Hospital to help kids with cancer. During Pediatric Cancer Awareness Month, Stripes will launch its newest in-store fundraising campaign called "Stripes Stores Celebrates Tomorrows" beginning on September 1.

The campaign goal of \$500,000 will help save kids' lives by providing more effective and safer cancer treatments, keep kids in school during treatments and fund engaging programs for kids with cancer. One hundred percent of the funds raised will go to these programs, and the donation will be matched dollar for dollar by the James B. and Lois R. Archer Charitable Foundation which will truly magnify the impact of every dollar. Stripes customers will be able to donate at all Stripes locations during the campaign, which will run from September 1- 28.

"MD Anderson is the number one cancer treatment center in the world conducting significantly more clinical research trials than any other teaching hospital," said Sam L. Susser, Chairman of the Board of Directors and Chief Executive Officer of Susser Holdings Corporation (parent company of Stripes LLC). "We are honored to launch Stripes' 'Celebrates Tomorrows' as MD Anderson's first in-store, pin-up fundraising campaign. Our customers and employees have shown their generosity in the past and we hope they will embrace this remarkable program."

Stripes team members are committed to raising funds and awareness for MD Anderson Children's Cancer Hospital as cancer is the leading cause of death in children suffering from diseases. Customers will be asked to help children with cancer by purchasing a \$1 pin-up paper icon. Participating customers will receive coupons for a free 12 ounce Slush Monkey® and a buy-one-get-one free Smokin' Barrel® Snack Co. Peanuts or Trail Mix snack with their donation.

"Since MD Anderson opened its doors more than 70 years ago, it has successfully taken care of children. But we need better and newer therapies. Cure rates in many pediatric cancers have not improved in more than 20 years," said Eugenie Kleinerman, M.D., Professor and Head of the Division of Pediatrics, MD Anderson Children's Cancer Hospital. "We are proud to align with Stripes, an organization that encourages donations to help advance cancer treatment and care for children and young adults."

Stripes will also host campaign kick-off events in seven Texas cities. The entire community is invited to paint a red line (strike) through the word cancer emblazoned outside of designated Stripes locations. Customers will be able to write tributes and words of encouragement in honor of their loved ones during the kick-off events.

The following cities and Stripes locations will host the community kick-offs:

<b>Date</b>	<b>City</b>	<b>Time</b>	<b>Stripes® Locations</b>
September 2	Houston	10:30 a.m. - Noon	14834 N. Freeway/Airtex Drive
September 3	Lubbock	10:30 a.m. - Noon	806 34th Street/I-27
September 4	Odessa	10:30 a.m. - Noon	8001 E. Hwy 191/Faudree
September 5	San Angelo	10:00 a.m. - Noon	3925 S. Bruant/Ben Ficklin
September 8	Edinburg	10:30 a.m. - Noon	4420 W. University/10 <sup>th</sup>

September 9	Laredo	10:30 a.m. - Noon	2519 Jacaman Road/Loop 20
September 10	Corpus Christi	1:30 p.m. - 3:00 p.m.	4754 SPID/Everhart

### About Stripes Convenience Stores

Headquartered in Corpus Christi, Texas, Susser Holdings Corporation (NYSE: SUSS) is a third-generation family led business with over 1,240 company-operated or contracted locations. Susser Holdings is the parent company of Stripes® Convenience Stores and owns the general partner of Susser Petroleum Partners, LP. (NYSE: SUSP). Susser Holdings ranked No. 439 on the FORTUNE 500® in 2014. The Company operates over 640 convenience stores in Texas, New Mexico and Oklahoma, over 590 under the Stripes® banner and 47 under the Sac-N-Pac banner. Restaurant service is available in over 410 of its stores, primarily under the proprietary Laredo Taco Company® brand. The wholesale division distributes approximately 1.7 billion gallons of motor fuel annually to Stripes® stores, independently operated consignment locations, convenience stores and retail fuel outlets operated by independent operators and other commercial customers in Texas, New Mexico, Oklahoma, and Louisiana. For more information about Stripes® Convenience Stores visit [www.stripesstores.com](http://www.stripesstores.com).

Contact information: Jessica Davila-Burnett, Stripes® Convenience Stores, Public Relations Director O: 361.654.4882 M: 361.290-3257 Email: [jessica.davila-burnett@susser.com](mailto:jessica.davila-burnett@susser.com)

### About MD Anderson Children's Cancer Hospital

**MD Anderson** is one of the world's most respected centers focused on cancer patient care, research, education and prevention. For the past 25 years, MD Anderson has ranked as one of the nation's top two cancer centers in *U.S. News & World Report's* annual "Best Hospitals" survey. **MD Anderson Children's Cancer Hospital** brings hope to families, offering the most advanced childhood cancer treatments in a kid-friendly environment. Its partnership with Stripes® is its first cause-based retail effort in its history.

SOURCE Susser Holdings Corporation; Stripes Convenience Stores

News Provided by Acquire Media