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Contact: Meghan Mattern

Email: Mmattern@highs.com

HIGH'S RECOGNIZES HOMETOWN HEROES ON 24/7 DAY

Annual event celebrates first responders, medical and emergency professionals while raising funds for disaster relief

Sparks-Glencoe, MD (July 22, 2022) - High's is celebrating hometown heroes and joining other convenience retailers and suppliers across the United States to celebrate 24/7 Day.

Held on July 24, 24/7 Day recognizes first responders, medical and emergency professionals and volunteers who work around the clock to serve their communities. Hosted by the NACS Foundation, the event helps raise awareness and donations for the urgent humanitarian needs of the Red Cross and spotlights the convenience store industry's important role in supporting hometown heroes.

Convenience stores are community stores: 93% of Americans live within 10 minutes a convenience store. There are 148,000-plus convenience stores in the United States and, cumulatively, the industry serves approximately 160 million customers per day, sells 80% of the fuel purchased in the country and donates more than \$1 billion a year to charitable causes.

High's is supporting this year's 24/7 Day by:

- Offering a free fountain or coffee beverage of any size to police, fire, EMTs, doctors, nurses, health practitioners, Red Cross volunteers, and 911 professionals in uniform or with a badge on July 24
- Asking customers to round up their totals to benefit the American Red Cross in July and August through their Keep the Change Program
- Encouraging community members to take part by sharing real stories and appreciation for hometown heroes on social media using the hashtags #247Day and #conveniencecares

"We look forward to partnering with the NACS Foundation and the American Red Cross each year to support their 24/7 Day initiative." said Brad Chivington, Sr. VP of High's. "It is important for us to thank the first responders and volunteers who continuously support our business and our community."

People are impacted by emergencies every day, including the communities that High's serves:

- Every day, more than 21,000 people receive assistance from the Red Cross, whether they need lifesaving blood, relief after a disaster, support with the challenges of military life, skills that save lives or international humanitarian aid



- Every Red Cross donation helps change lives, and an average of 90 cents of every dollar the Red Cross spends is invested in delivering care and comfort to those in need

“Each day, families rely on community heroes for support during disasters and other crises,” said Ann McKeough, chief development officer for the American Red Cross. “We are grateful for this partnership to help ensure people don’t face emergencies alone. We hope you will join us on 24/7 Day, along with the NACS Foundation, to support this work and to thank our local heroes who do so much for all of us in our most difficult moments.”

“The NACS Foundation is proud to partner with High’s to support the Red Cross, its volunteers and all the first responders who support our communities every day,” said Stephanie Sikorski, executive director of the NACS Foundation.

“Convenience stores are the first supporters to first responders, serving as the only locations that remain open in a crisis to ensure fuel, food and other necessities are available for emergency workers and customers as they return to normalcy,” said Sikorski, “That’s why the NACS Foundation honors first responders and is committed to amplifying our industry’s reach and impact of its charitable efforts in the communities they serve, 24/7.”

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About High’s

The High’s brand was established in 1928 to identify a chain of ice cream stores that grew rapidly throughout the Mid-Atlantic States. By the 1980s, there were more than 500 High’s locations, making High’s at that time the largest ice cream store chain in the world. The Phelps Family acquired High’s in 2012 and currently operates 60 High’s convenience stores with a team of more than 500 talented individuals. Learn more at www.highs.com.

About NACS Foundation

NACS Foundation is the 501(c)3 charitable arm of NACS, the industry association dedicated to advancing convenience and fuel retailing. In partnership with fuel retail, convenience, and suppliers across the U.S., the NACS Foundation supports the philanthropic and charitable activities of the industry. To learn more, visit conveniencecares.org, or visit us on Facebook at @TheNACSFoundation and Twitter at @NACS_Foundation.

About American Red Cross

The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies about 40 percent of the nation's blood; teaches skills that save lives; provides international humanitarian aid; and supports military members and their families. The Red Cross is a not-for-profit organization that depends on volunteers and the generosity of the American public to perform its mission. For more information, please visit redcross.org or cruzrojaamericana.org, or visit us on Twitter at @RedCross.