Greater Austin Merchants Cooperative Association
Donates More Than $58,000 to
Susan G. Komen® Greater Central & East Texas

AUSTIN, TX - Greater Austin Merchants Cooperative Association (GAMA)—a Central Texas retailers’ association—recently donated more than $58,000 to Susan G. Komen® Greater Central & East Texas (CETX) to support their annual fundraising campaign.

While GAMA’s primary focus is on increasing the strength and visibility of its members’ retail operations, it also serves as a responsible steward of society by responding to the needs of the global community at large.

This fall, GAMA partnered with Susan G. Komen® CETX, an affiliate of the nonprofit organization Susan G. Komen® that is committed to saving lives and creating a world without breast cancer. Susan’s older sister, Nancy Brinker, who founded the organization in 1982, believed that Susan’s outcome may have been different if she had known more about the disease. In the U.S., one in eight women will develop breast cancer over the course of a lifetime. According to the Texas Department of State Health Services, 112 new cases of breast cancer per 100,000 women have been documented since 2015 in Texas, and the numbers continue to rise. Breast cancer doesn’t just strike women; 2,500 cases are identified in men each year.

“Susan G. Komen was the first charity that came to mind when we were thinking about an October campaign that would benefit the community,” said Lisa Howard, Director of Marketing and Procurement at GAMA.

After GAMA staff met with the Komen CETX team who identified the need for water bottles for the More Than Pink Walk (formerly Race for the Cure) held September 29 in Austin, GAMA donated 8,000 Rising Star water bottles to the organization’s successful event that raised more than $275,000. Through a store-focused donation drive led by GAMA Director Mustaq Maknojia, GAMA members sold pink wristbands with the new Komen slogan, “More Than Pink” for $2 each in convenience stores in the Central Texas area.

By raising more than $58,000 from the sale of wristbands during PINK October, GAMA surpassed its original goal of $50,000 and contributed to Komen CETX the largest donation in GAMA history. When GAMA’s Chief Operating Officer, Shane Walker, announced GAMA’s partnership with Komen CETX, he said, “Serving the greater community is the cornerstone of GAMA’s values, and although we donate to several charities throughout the year, such as Blue Santa, the Aga Khan Foundation...
USA, Honor Flights, and Fallen First Responders, we have never before focused on brand-boosting messaging about purpose-driven efforts that extend beyond our pumps and 550 stores.”

GAMA, established in 1999, serves 550 convenience store and gasoline station owners in Central Texas by equipping them with bulk purchasing power, industry know-how, and the right connections to strengthen their business practices. To learn more about GAMA, please visit [www.gamaus.com](http://www.gamaus.com).

Pictured: GAMA Board of Directors, GAMA Chief Operating Officer Shane Walker, GAMA Director of Marketing and Procurement Lisa Howard, Komen CETX Executive Director Suzanne Stone, and Komen CETX Senior Development Director Kelly Newberg.