

For Immediate Release:

Pester Marketing Co. Raises Over \$172,000 for Make A Wish

DENVER, CO - Pester Marketing Company, DBA Alta Convenience is thanking all of its loyal customers and employees for their help in raising \$172,353 during the Buy A Star, Make-A-Wish in-store donation campaign, which took place in November and December 2019, at all Alta Convenience stores.

Even more amazing, is that six Alta Convenience stores were able to fund their own wish of more than \$7,000. While one store #6326 in Canon City, Colorado funded two wishes with a grand total of \$15,064 donated towards the campaign.

“Last year the company raised \$100,000 towards this effort, and this year exceeded their goal of \$115, 000,” said Rich Spresser, president of Pester Marketing. “With our customers and vendors’ donations, we were able to raise over \$172,000, which will end up funding approximately 22 wishes and help create a memory for these children with severe medical conditions. I also want to thank all the employees throughout the company who helped make this a huge success, particularly those employees that work behind the counter and interact with our customers every day. I’m very proud of the effort that was put forth.”

Since 2013, Pester Marketing has worked with Make-A-Wish to raise more than \$470,000 in total for the Star Campaign.

Pester Marketing Company is a Denver based company operating 110 convenience stores spread throughout four states, Colorado, Kansas, New Mexico, and Nebraska.

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