

**FOR IMMEDIATE RELEASE**

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**Alta Convenience Raises \$220,362 for Make-A-Wish®  
Through the Buy-A-Star, Make-A-Wish® In-Store Donation Campaign**

**Denver, CO – January 15, 2021** 2020 has been a year of change for everyone with a global pandemic going on. One thing that did not change was the Make A Wish Star Campaign at Alta Convenience stores. The chain has 106 stores over 4 states that participate in this fundraiser. Since this campaign started in 2013, Alta Convenience stores have raised just over \$700,000 for the Make A Wish Foundation. With 2020 being a difficult year for everyone, it did not show with the customers of Alta Convenience stores did. This was the best year for the Star Campaign with a donation to Make A Wish of \$231,293.

The Make A Wish Star Campaign is a huge push for not only the stores but for the customers as well. The regulars of these convenience stores wait every year for the campaign to come back around so that they can help the courageous children with their donations. In this day in age, cancer is far too familiar for a lot of people. This helps bring people together and know that they are helping not only these children but the whole families as well. Alta Convenience is proud to help as many kids as they can through this program.

### **About Pester Marketing and Alta Convenience**

Pester Marketing; the parent company to Alta Convenience has 106 convenience stores located in 4 states (Colorado, Kansas, Nebraska and New Mexico). 50 new stores were added to the Alta family in early 2018 and they are looking forward to continuing to help in the future Make A Wish Campaigns.

### **About Make-A-Wish®**

Together, we create life-changing wishes to children with critical illnesses. According to a 2011 U.S. study of wish impact, most health professionals surveyed believe a wish-come-true can have positive impacts on the health of children. Kids say wishes give them renewed strength to fight their illnesses, and their parents say these experiences help strengthen the entire family. Based in Phoenix, Make-A-Wish is one of the world's leading children's charities, serving children in every community in the United States and its territories. With the help of generous donors and more than 35,000 volunteers, Make-A-Wish grants a wish somewhere in the country every 34 minutes. It has granted more than 300,000 wishes since its inception in 1980; more than 15,000 last year alone.

### **About Make-A-Wish® Colorado**

Founded in 1983 as one of the nation's first Make-A-Wish chapters, Make-A-Wish Colorado has granted more than 5,750 wishes to eligible children throughout Colorado. Make-A-Wish Colorado is a 501(c)(3) tax-exempt organization that relies on the generous contributions of individuals, corporate sponsorships, planned gifts and grants to make life-changing wishes possible for children with critical illnesses. For more information about Make-A-Wish Colorado and how you can share the power of a wish® please call 303.750.9474 or visit [wish.org/colorado](http://wish.org/colorado)