

**Alta Convenience Raises \$30,807 for Wings for Life®  
Through the In-Store Donation Campaign**

**Denver, CO – June 20, 2019** Again, Alta Convenience is being recognized for its philanthropic involvement in a national charity. Alta, who belongs to the parent company Pester Marketing, consists of 110 convenience stores spread throughout Colorado, Kansas, Nebraska, and New Mexico. Alta customers are always willing to support charities while they fill up their tanks and buy snacks at their favorite local convenience store. This time they are helping out Wings for Life, a non-profit that raises money for spinal cord research, by purchasing a paper “red wing” with their name on it to be posted around the store. Alta has raised over \$30,000 with the help of generous donations. Both customers and employees enjoy participating in such a great cause and giving back to the community.

The driving forces behind Wings for Life are the two-time motocross world champions Heinz Kinigadner and Dietrich Mateschitz. In 2003, Kinigadner’s son Hannes suffered a tragic accident which left him tetraplegic. Motivated by the horrific injury, Kinigadner and Mateschitz invited leading scientists from around the world to come to Salzburg. It soon became clear that, contrary to previous belief, there is reason to hope that traumatic spinal cord injury can be cured. Ground-breaking discoveries made by Dr. Sam David in 1981 and by Dr. Martin Schwab in the early 90’s showed that injured nerve cells in the spinal cord could in fact regenerate after specific types of treatment. However, as Kinigadner and Mateschitz soon found out, spinal cord injury research was grossly underfunded since paralysis is not as common as other injuries/disease with more financial investment. This realization prompted them to set up the Wings for Life research foundation with the goal of finding cures and improving the quality of life for all people suffering from traumatic spinal injury. Alta Convenience is proud to back Wings for Life and contribute to such important research.

**About Pester Marketing and Alta Convenience**

Pester Marketing, the parent company to Alta Convenience has 110 convenience stores located in 4 states (Colorado, Kansas, Nebraska and New Mexico). 50 new stores were added to the Alta family in early 2018.

**About Wings for Life ®**

The driving forces behind Wings for Life are the two-time motocross world champion Heinz Kinigadner, Dietrich Mateschitz. In 2003, Kinigadner's son Hannes had a tragic accident which left him tetraplegic.

Moved by the dreadful injury, Kinigadner and Mateschitz invited leading scientists from across the world to come to Salzburg. It soon became clear that, contrary to common opinion, there is legitimate reason to hope that traumatic spinal cord injury can be cured. Ground-breaking discoveries made by Prof. Dr. Sam David in 1981 and by Prof. Dr. Martin Schwab in the early 1990s showed that injured nerve cells in the spinal cord are capable of regeneration after specific types of treatment.

Kinigadner and Mateschitz soon realized that research into spinal cord injury was underfunded. Paralysis is not considered a widespread condition and therefore investing millions in research to help a relatively small number of people was generally considered an unprofitable endeavor.

This realization prompted Kinigadner and Mateschitz to set up the Wings for Life research foundation – with the goal of finding ways to cure all people affected.

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