

FOR IMMEDIATE RELEASE

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**Alta Convenience Raises \$40,000 for Wings for Life®
Through the In-Store Donation Campaign**

Denver, CO – May 25, 2021 Again, Alta Convenience is being recognized for its philanthropic involvement in a national charity. Alta, who belongs to the parent company CF Altitude LLC, consists of 105 convenience stores spread throughout Colorado, Kansas, Nebraska, and New Mexico. During a year of changes and challenges, Alta has been looking for ways to help. They supported this program back in 2019 where they raised just over \$30,000. This year and the pandemic did not slow down their efforts. The Alta Convenience stores raised \$40,000 during their March and April promotional period for Wings for Life. They did this by having the customers purchase a paper “red wing” with their name on it to be posted around the store. 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 CF Altitude LLC 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. Pester Marketing dba Alta Convenience was purchased in January from the Joint Venture of Fortress and Phillips 66.

About Wings for Life ®

Millions of people are currently dependent on a wheelchair after having sustained a spinal cord injury. Every year, at least 250,000 people sustain a spinal cord injury, followed by paralysis. That’s one person every two minutes. Scientists agree: injured neurons are able to regenerate, and spinal cord injury will be curable one day.

Wings for Life USA – Spinal Cord Research Foundation, Inc. is a 501(c)(3) not-for-profit foundation with a mission to find the cure for spinal cord injury. In order to realize its vision, Wings for Life supports world class scientific research and clinical trials aimed at healing the spinal cord. Since 2004, Wings for Life has funded 239 life-changing research projects and clinical trials around the globe, including 23 current projects plus 10 newly approved research projects in the U.S.A. While the cure is still to be found, steady progress has been made.

Wings for Life guarantees that 100% of all donations are spent on spinal cord research, ensuring all monies raised will help work towards Wings for Life's ultimate goal. To learn more or donate please go to www.wingsforlife.com