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RACETRAC GUESTS RAISE MORE THAN \$83,000 FOR KIDS FIGHTING CANCER

2013 'Coffee for a Cause—Camp Sunshine' campaign raises money for Georgia-based Camp Sunshine

ATLANTA – Oct. 30, 2013 — Today RaceTrac announced that, through the support of its charitable Atlanta area guests, more than \$83,000 was raised during their September 2013 'Camp Sunshine Coffee for a Cause' program, nearly doubling last year's donation. The 2013 program, in its fourth year, coincided with Childhood Cancer Awareness Month and National Coffee Day, Sept. 29, to encourage the most awareness and participation.

Camp Sunshine, a local organization committed to enriching the lives of children with cancer and their families through recreational, educational and support programs, received all funds from coffee and doughnut purchases from Sept. 22 through Sept. 29. Guests were also able to donate additional funds throughout the entire month of September by purchasing World's Finest Chocolate Bars or adding \$1 donations to their purchases.

"The continued success of this program, and especially this year's immense success, proves our guests' commitment to helping others in their communities," said RaceTrac CEO Allison Moran. "Camp Sunshine is a cause we believe in wholeheartedly at RaceTrac, and I'm proud to know our guests feel the same way."

This was RaceTrac's fourth year promoting the 'Camp Sunshine Coffee for a Cause' campaign. Last year's campaign raised more than \$44,000. Both RaceTrac's Chairman of the Board Carl Bolch Jr. and his wife, Susan, are 30-year supporters of Camp Sunshine and sit on the organization's board.

"As always, RaceTrac's guests have outdone themselves, making this year's campaign the most successful to date. We feel so blessed that we can welcome so many campers this year, thanks to RaceTrac and their generous guests," said Sally Hale, executive director of Camp Sunshine.

For more information or to make a donation, visit www.mycampsunshine.com. To learn more about RaceTrac, go to www.racetrac.com or www.facebook.com/RaceTrac.

ABOUT RACETRAC

Headquartered in Atlanta, GA, RaceTrac has been serving guests since 1934 and now operates more than 365 convenience store locations in Georgia, Florida, Louisiana and Texas. In January 2012, RaceTrac introduced its new 6,000 square foot store design, featuring 24 hour Swirl World frozen yogurt, fresh salads and sandwiches, up to 24 fueling stations and more than 4,000 items to satisfy the needs of its guests. While operating under the mission of making people's lives simpler and more enjoyable, the company has been named a top workplace by the Atlanta Journal-Constitution (2011 - 2013), the South Florida Business Journal (2012), the Orlando Business Journal (2011, 2013) and the Dallas Business Journal (2009 – 2010, 2013), as well as recognized on Forbes list of largest private companies (1998 -

2013). Convenience Store News has also honored RaceTrac on the Top 100 Convenience Stores list (2003 – 2013), Top 20 Growth Chain list (2013) and named Carl Bolch, Jr. as the Retailer Innovator of the Year (2009). For more information, visit RaceTrac on [Facebook](#), [Twitter](#), [Web](#) and [LinkedIn](#).

ABOUT CAMP SUNSHINE

Camp Sunshine is a non-profit organization which enriches the lives of children with cancer and their families through recreational, educational and support programs allowing them to share similar experiences and to participate in activities that promote normal childhood development as they cope with the challenges of childhood cancer. Founded in 1983 by Dorothy Jordan, Camp Sunshine provides programs for children with cancer and their entire family including a summer camp, Family Camp weekends, a sibling camp weekend, Family Nights, teen retreats, various outings throughout the state and much more. For more information, visit Camp Sunshine on [Facebook](#), [Twitter](#) and [Web](#).

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