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Media Release



FOR IMMEDIATE RELEASE

Fuel Good Day: Support CA Humane by Filling Up Your Tank on September 17!

Red Deer, AB – The Central Alberta Humane Society is thrilled to partner with Central Alberta Co-op for this year's **Fuel Good Day** on Tuesday, September 17. This exciting community event provides an incredible opportunity for the public to support our shelter simply by fueling up their vehicles and purchasing select beverages.

How It Works:

- **\$0.05 from every liter of fuel purchased** at any of the 15 participating Central Alberta Co-op gas stations will be donated to CA Humane.
- **\$1 from every BIG COOL slush, Twist, Ice Cap, and soft-serve ice cream cone or cup** sold will also support our cause.

Central Alberta Co-op's Commitment:

Central Alberta Co-op is happy to be supporting the Central Alberta Humane Society on Fuel Good Day, Tuesday, September 17. In addition to the 5¢ per liter of fuel purchased and \$1.00 for every Big Cool Slush or Co-operative Coffee, Co-op is also running their "Chillin' Off for Charity" campaign over the September long weekend. We take pride in our commitment to our communities and look forward to a great day.

Since 2017, Co-op locations across Western Canada have donated \$3.65 million to local registered charities and non-profit organizations as part of Fuel Good Day. Be sure to stop in at one of Central Alberta Co-op's 15 gas bar locations on September 17 and fill up to Fuel Good.

Event Highlights:

- **15 Gas Stations Participating:** All 15 Central Alberta Co-op gas stations will be taking part in Fuel Good Day, with special activities and promotions at each location.
- **Two gas stations will host BBQs:**
 - **Gaetz Location:** 12:00 - 1:30 pm ~ 3115 50th Ave
 - **Blackfalds Location:** 3:15 - 4:00 pm ~ 4501 Broadway Ave

Volunteer and Community Involvement:

We're calling on the community to join us at the stations, where our volunteers will be on hand to wash windows, distribute flyers, and engage with customers. The more we participate, the more funds we'll raise for the animals in our care!

“This is an incredible opportunity to make a significant impact simply by going about your day. Fuel up, grab a drink, and know that your small actions are helping to provide care and find forever homes for animals in need,” said Kelly Richard, Fund Development Coordinator at CA Humane.

Join Us on September 17

Mark your calendars for Fuel Good Day and help us make a difference. Every liter, every dollar, and every bit of community spirit counts!

About Central Alberta Humane Society

The Central Alberta Humane Society (CA Humane) is an adoption center in Red Deer dedicated to re-homing unwanted, abandoned, and stray companion animals. As a not-for-profit charitable organization, we are not government-funded and rely solely on public donations and fundraising efforts. 100% of what we raise here stays here, directly supporting the animals in our care.

For further information, contact:

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CO-OP
Central Alberta

FUEL GOOD DAY

Tuesday
SEPTEMBER 17

Top up Tuesday!

CO-OP

FILL UP & SUPPORT CA HUMANE!

WITH EVERY FILL, CO-OP DONATES TO YOUR LOCAL COMMUNITY

CENTRAL ALBERTA HUMANE SOCIETY

\$1 DONATED TO YOUR LOCAL COMMUNITY WITH EVERY PURCHASE OF A

CO-OP COFFEE or Big cool

.05 cents per liter of fuel sold \$1 of every beverage will go to CA Humane!