



**FOR IMMEDIATE RELEASE**

June 7, 2023

**Maverik & Swire Coca-Cola Kickoff Campaign to Benefit the National Park Foundation with \$275,000 Donation**

*Register donation program will help connect students to National Parks across the U.S., including Maverik's operating region*

***Photos to accompany any stories are available for download [HERE](#).***

**Salt Lake City, UT** — As Adventure's First Stop, [Maverik](#) is committed to promoting healthy outdoor exploration. The company's teaming up with [Swire Coca-Cola](#) (Swire) and the National Park Foundation (NPF), the official nonprofit partner of the National Park Service, to help connect kids to meaningful learning experiences at America's National Parks through a "Round Up Your Change" summer program June 16 through July 31.

In honor of the launch of the campaign, Maverik is making a \$250,000 donation to NPF, while its vendor partner Swire is donating another \$25,000. The campaign invites customers and team members to join Maverik and Swire in supporting NPF by rounding up their transaction to the nearest dollar or more to help create access and exposure to park experiences through NPF's "[Open OutDoors for Kids](#)" program.

"Many of our customers fuel up at Maverik before heading out to our incredible National Parks located throughout Maverik's 12-state footprint," said President and Chief Adventure Guide of Maverik Chuck Maggelet. "This donation program allows an opportunity to help provide more children the ability to experience that same thrilling adventure our Maverik fans crave."

"The Cola-Cola Company has long been committed to protecting parks, as the longest standing corporate partner of the National Park Foundation," said Katie Lattanzi, VP, Convenience Retail "Swire Coca-Cola is proud to contribute to this legacy by partnering with Maverik on this campaign where together,

we will support the lands we love and keep the adventure going for families for years to come.”

Just as Maverik believes outdoor adventure promotes health, growth, confidence, enhanced well-being, and rehabilitation, research demonstrates that kids who spend time outdoors are healthier and do better in school. Since 2011, NPF’s “Open OutDoors for Kids” program has helped more than 1.8 million students experience the beauty, history, and culture of our parks, America’s largest classrooms, through funding field trips and educational resources including virtual training.

Maverik decided to align with the National Park Foundation given its breadth of work to protect wildlife and park lands, preserve history and culture, educate and engage youth, and connect people everywhere to the wonder of parks. With nearly 140 national parks located throughout Maverik’s 12 western states, these destinations are some of Maverik fans’ favorite adventures. Maverik supports NPF’s work to ensure generations of national park enthusiasts can enjoy the parks we love.

“Encouraging and supporting a child’s sense of innate wonder and curiosity in national parks is the core of Open OutDoors for Kids,” said Chad Jones, Senior Vice President of Corporate Partnerships at the National Park Foundation. “We thank Maverik and Swire for making our work to reach and engage younger generations in parks possible through their support.”

For more information on National Park Foundation, visit:

<https://www.nationalparks.org/>.

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### **About Maverik — Adventure’s First Stop**

[Maverik — Adventure’s First Stop](#) fuels adventures in more than 400 locations and growing across 12 western states, making it the largest independent fuel marketer in the Intermountain West. Locations include Arizona, California, Colorado, Idaho, New Mexico, Nebraska, Nevada, Oregon, South Dakota, Utah, Washington, and Wyoming. Maverik is known for its premium BonFire™ food, made fresh in every Maverik, every day, and awesome values on fuel, drinks, and snacks. Maverik sells exclusive products such as fresh-made, gourmet burritos, sandwiches, pizzas, toasted subs, cookies, and coffee blends from around the world. For more information, visit [maverik.com](http://maverik.com), [Facebook](#), [Instagram](#), [Twitter](#), or [YouTube](#). To save on every gallon of gas,

earn free stuff, and get great deals with an Adventure Club card™ or a Nitro™ card, join the club by downloading the [mobile app](#).

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**About Swire Coca-Cola**

With revenues of 3 billion dollars, Swire Coca-Cola, USA produces, sells and distributes Coca-Cola and other beverages in 13 states across the American West. The company's territory includes parts of Arizona, California, Colorado, Idaho, Kansas, Nebraska, Nevada, New Mexico, Oregon, South Dakota, Utah, Washington, and Wyoming. Employing more than 7,200 associates the company's headquartered in Draper, Utah.

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