

RaceTrac raises over \$28,500 to aid Camp Sunshine and children with cancer

ATLANTA – Dec. 30, 2009 — RaceTrac, operator of more than 265 retail gasoline convenience stores, proudly announces that it has raised more than \$28,500 for Camp Sunshine, a local organization committed to enriching the lives of children with cancer and their families through recreational, educational and support programs.

From Dec. 21–23, all proceeds from RaceTrac’s coffee sales at its Georgia locations were donated during a campaign entitled “Coffee for a Cause.” RaceTrac CEO Carl Bolch, Jr. and his wife, Susan are 25-year supporters of Camp Sunshine. Both sit on the organization’s board. When donations to Camp Sunshine slowed due to the economy, the Bolches and their fellow board members decided to do something about it. Each was charged with coming up with a solution to raise additional funds. The Bolches chose to capitalize on the popularity of RaceTrac’s coffee and launch RaceTrac’s “Coffee for a Cause” campaign.

Every 400 cups of coffee sold at RaceTrac during the campaign will fund one child’s participation in Camp Sunshine’s programs. Due to an exceptional turnout by RaceTrac guests, RaceTrac was able to raise over 140% of its original \$20,000 goal.

“Even in times of economic uncertainty, children with cancer require programs that offer them love, support, fun and acceptance,” said Mr. Bolch. “We thank our loyal guests for expressing their generosity and helping us support this very worthy cause.”

Signage featuring Santa Claus holding a RaceTrac cup of coffee and Camp Sunshine’s mission statement was prominently placed throughout Georgia stores to remind RaceTrac guests of the opportunity to make a contribution.

“We are so grateful for this donation and for the awareness the campaign will bring to Camp Sunshine,” said Sally Hale, executive director, Camp Sunshine. “RaceTrac has really stepped up to the plate to give children with cancer the gift of sunshine this holiday season.”

RaceTrac’s benevolence encouraged other local organizations to participate as well. Radio spots encouraging customer participation aired free of charge on 790 The Zone each day of the promotion.

RaceTrac supplier Colonial Coffee Roasters, Inc. has donated enough coffee to make 10,000 cups of its finest brew to the cause. This made it possible for 100 percent of the proceeds to go toward Camp Sunshine’s mission.

“It has always been our policy to give back to a good cause when we can,” said Rafael Acevedo of Colonial Coffee Roasters, Inc. “We truly believe that Camp Sunshine is a great cause and welcome the opportunity to bring comfort to the children and families affiliated with the group.”

For more information or to make a donation, visit www.mycampsunshine.com.

About RaceTrac

Headquartered in Atlanta, GA, RaceTrac has been serving customers since 1934. RaceTrac operates over 265 locations in four states. RaceTrac stores, which are all company owned, feature 20-24 fueling positions and a 4,000 plus square foot convenience store with over 4,000 items available to satisfy the needs of its customers. For more information, visit racetrac.com.

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.

About Colonial Coffee Roasters, Inc

Colonial has been roasting coffee since 1945 in the richest coffee region of the world - Colombia. Colonial Coffee is a three generation family owned and operated business. In 1987, Colonial Coffee Roasters began to build an excellent reputation in the United States coffee trade by opening its present roasting facility in Miami, Florida distributing the highest quality premium coffees. For additional information please visit us at www.colonialcoffee.com