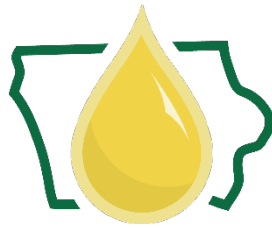


Iowa Renewable



Fuels Association

## PRESS RELEASE

**FOR IMMEDIATE RELEASE**  
September 28, 2017

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### **Iowa E15 Retailers Kick-Off 2<sup>nd</sup> Annual Pink at the Pump™ Campaign**

***Participating Retailers to Donate 3 cents of Every Gallon of E15 Sold During Month of October to National Breast Cancer Foundation and The Hormel Institute***

JOHNSTON, IOWA – Iowa retailers are pretty in pink this October. Over 30 E15 retailers across the state are participating in the 2<sup>nd</sup> annual Pink at the Pump™ campaign to raise funds for breast cancer support services and research while increasing consumer awareness about E15.

"As a breast cancer survivor, I encourage everyone to make a difference in someone's life by choosing to use E15 and reduce the cancer-causing pollutants in our environment – it's easy, it's simple, it can save the life of someone you love," said Kathy Buckman Gibson, breast cancer survivor and President of Buckman Laboratories International, which provides biofuels plants with technologies and tools to reduce energy and water use.

Participating E15 retailers will donate three cents of every gallon of E15 sold from October 1 through October 31 to National Breast Cancer Foundation (NBCF) and The Hormel Institute.

"During Breast Cancer Awareness Month we often look for ways to help stop this terrible disease," said Iowa Renewable Fuels Association (IRFA) Managing Director Lucy Norton. "By choosing E15 consumers can fight breast cancer right at the gas pump. Ethanol is the world's cleanest source of fuel octane. More clean ethanol means less toxic chemicals are needed to boost octane. And what's better, E15 has an 88 octane rating and is typically priced five to 10 cents less than 87-octane E10."

NBCF focuses on providing help and inspiring hope to those affected by breast cancer through early detection, education and support services.

"NBCF is providing help to those in need at every step of the breast cancer journey thanks to the generosity of the Iowa Renewable Fuels Association and Iowa Corn," said

**Pink at the Pump™ Media Kit is Attached**

NBCF Senior Director of Development Danae Johnson. “Their support this Breast Cancer Awareness Month will further our mission of Helping Women Now ® by providing early detection, education and support services to women across the U.S.”

The Hormel Institute is a global, cutting-edge research facility with a seven-decade history of making significant scientific discoveries on better ways to prevent, detect, and treat cancer.

“Thank you to the Iowa Renewable Fuels Association and Iowa Corn for supporting The Hormel Institute’s cutting-edge breast cancer research – we are proud to say that 100% of their donation will go directly to research,” said Dr. Zigang Dong, Executive Director of The Hormel Institute. “We are excited to have Pink at the Pump™ join our other multi-community Pink events which have raised over \$1.12 million for breast cancer research at The Hormel Institute since 2011. Their support will help to fund innovative breast cancer research projects that aim to find new ways to prevent and control this terrible disease.”

Pink at the Pump™ is a joint effort between IRFA and the Iowa Corn Promotion Board in partnership with National Breast Cancer Foundation and The Hormel Institute. For the entire month of October, participating locations will feature pink nozzle guards for E15, pink promotional t-shirts for staff, and many other pink point-of-sale materials. To learn more about Pink at the Pump™, [click here](#).

To help combat breast cancer, choose E15 at these participating locations:

Sundstop  
902 Lombard Street  
**Clarence, IA**

Murphy USA  
2346 Virginia Ave.  
**Clinton, IA**

Cresco Fast Stop  
22268 Hwy 9 West  
**Cresco, IA**

United Farmers Coop.  
304 N. Osage St.  
**Creston, IA**

Murphy USA  
5805 Elmore Ave.  
**Davenport, IA**

Decorah Mart  
303 College Drive  
**Decorah, IA**

Ampride  
215 N. Commercial Ave.  
**Eagle Grove, IA**

Three Rivers FS Company  
24544 Hwy 13  
**Elkader, IA**

Ampride  
3243 5<sup>th</sup> Ave. South  
**Fort Dodge, IA**

Fast Stop Express  
2 North 27<sup>th</sup> St.  
**Fort Dodge, IA**

Murphy USA  
3010 1<sup>st</sup> Ave. South  
**Fort Dodge, IA**

New Century FS  
1017 Ogan Ave.  
**Grinnell, IA**

Fast Stop Express  
Hwy. 44 West  
**Guthrie Center, IA**

Casey’s General Store  
121 N. Floyd Ave.  
**Hinton, IA**

Hull Coop.  
1207 Black Forest Road  
**Hull, IA**

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Ampride  
1301 10<sup>th</sup> Ave. North  
**Humboldt, IA**

Murphy USA  
1502 N. Jefferson St.  
**Indianola, IA**

Linn Coop Oil Company  
375 35<sup>th</sup> St.  
**Marion, IA**

Murphy USA  
4059 4<sup>th</sup> St. SW  
**Mason City, IA**

New Century FS  
307 Railroad St.  
**Melbourne, IA**

United Farmers Coop.  
403 E. South St.  
**Mt. Ayr, IA**

Good & Quick  
519 Lincoln Highway  
**Nevada, IA**

Murphy USA  
200 Iowa Speedway Dr.  
**Newton, IA**

Casey's General Store  
509 Main Street  
**Pella, IA**

Junction 9-75  
800 Main St.  
**Rock Rapids, IA**

Fast Stop Express  
103 W. Court Street  
**Rockwell City, IA**

Murphy USA  
3420 Singing Hills Blvd.  
**Sioux City, IA**

Crossroads of Spencer  
1001 S. Grand Ave  
**Spencer, IA**

Fast Stop Express  
903 32<sup>nd</sup> Ave. West  
**Spencer, IA**

Fuel Time  
203 Saints Ave.  
**St. Ansgar, IA**

Fast Stop Express  
1510 E. 4th Street  
**Storm Lake, IA**

New Century FS  
1112 W. 4<sup>th</sup> St.  
**Vinton, IA**

Waukon Feed Ranch  
615 Old Hwy 9  
**Waukon, IA**

Fast Stop Express  
525 Main St.  
**Yale, IA**

*The Iowa Renewable Fuels Association represents the state's liquid renewable fuels industry and works to foster its growth. Iowa is the nation's leader in renewable fuels production with 43 ethanol refineries capable of producing 4 billion gallons annually – including nearly 55 million gallons of annual cellulosic ethanol production capacity – and 12 biodiesel facilities with the capacity to produce over 350 million gallons annually. For more information, visit the Iowa Renewable Fuels Association website at: [www.IowaRFA.org](http://www.IowaRFA.org)*

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