

**MEDIA ADVISORY:**

*Request for media coverage*

**CONTACTS:**

- Lauren Cozzi: 202-973-7114 (direct), 203-858-5292 (cell), [LCozzi@ucp.org](mailto:LCozzi@ucp.org)
- Alicia Kubert Smith: 202-973-7168 (direct), 303-710-5239 (cell), [AKubertSmith@ucp.org](mailto:AKubertSmith@ucp.org)

**CIRCLE K DONATES OVER \$1 MILLION TO  
INTERNATIONAL DISABILITY SERVICE PROVIDER  
UNITED CEREBRAL PALSY IN 2011**

***Check Presentation Ceremony Commemorates Signature FishStix Event,  
Recognizes New Statewide Campaign to  
Deepen Connection to Those Served***

**Tampa, Fla. (October 20, 2011)** – United Cerebral Palsy (UCP), an international service provider and advocate for children and adults with a spectrum of disabilities, will accept a \$332,000 check during a check presentation ceremony Wednesday, October 26 at UCP of Tampa Bay, 2215 E. Henry Avenue, Tampa, FL 33610. This donation from Circle K's FishStix event, their annual golf and fishing tournament, in addition to funds raised through canister donations throughout the year, brings Circle K's total contribution to UCP to over \$1 million in 2011.

**WHO:**

Circle K & UCP Executives

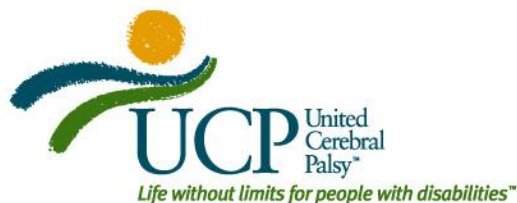
- Darrell Davis, Region VP, Circle K Florida
- Elisa Gorla, Director of Marketing, Circle K Florida
- Kim James, Regional Director of Operations, Circle K Florida
- Becky Thompson, Regional Director of Operations, Circle K Florida
- Laura White, Executive Director, UCP of Tampa Bay
- Norma Israel, Executive Director, UCP of Sarasota-Manatee
- Craig Byrd, Executive Director, UCP of East Central Florida
- Georgianna Luxion, Director of Relationships & Development, UCP of East Central Florida
- Ron Sanders, Regional Administrator, UCP of Tallahassee
- Giselle Pole, Director of Development, UCP National
- Nick Pietras, Manager of Strategic Partnerships, UCP National

**WHAT:**

Check Presentation Ceremony commemorating Circle K's corporate partnership with UCP

**WHEN:**

Wednesday, October 26, 9:30 a.m.



**WHERE:** UCP of Tampa Bay  
2215 E. Henry Avenue  
Tampa, FL 33610  
(813) 239-1179 / (800)  
749-5155

**ADMISSION:** Open to public, with RSVP

**MEDIA RSVP:** Lauren Cozzi: 202-973-7114 (direct), 203-858-5292 (cell),  
[LCozzi@ucp.org](mailto:LCozzi@ucp.org)

Alicia Kubert Smith: 202-973-7168 (direct), 303-710-5239 (cell),  
[AKubertSmith@ucp.org](mailto:AKubertSmith@ucp.org)

### **About UCP**

UCP educates, advocates and provides support services to ensure a life without limits for people with a spectrum of disabilities. Along with its nearly 100 affiliate across the United States, UCP aims to advance the independence, productivity and full citizenship of people with a spectrum of disabilities by providing services and support to more than 176,000 children and adults every day—one person at a time, one family at a time.

### **About Alimentation Couche-Tard and Circle K**

Alimentation Couche-Tard inc. is the leader in the Canadian convenience store industry. In North America, Couche-Tard is the largest independent convenience store operator (whether integrated with a petroleum company or not) in terms of number of company-operated stores. It owes this foremost positioning to the 53,000 people working in its stores and executive offices and reaches annual revenues of over \$15,8 billion.

Welcoming some 25 million visitors every week, its stores offer a broad mix of food products, beverages, other merchandise and services and motor fuel. Grouped under three main brands: Couche-Tard, Mac's and Circle K, its neighborhood stores feature a friendly modern setting, and most of them are open 24 hours a day, seven days a week.

The network has a total of over 5,800 stores, over 4,100 of which sell motor fuel. These stores are located across 10 Provinces of Canada in three geographic markets (East, Centre and West), and across 43 American states and the District of Columbia in eight major markets (Great Lakes, Midwest, Southeast, Florida, Gulf, Arizona, West Coast, Southwest). In addition, a network of about 3,700 licensees extends in seven other regions worldwide (China, Guam, Hong Kong, Indonesia, Japan, Macau, Mexico).

### **UCP & Circle K**

When the Circle K Corporation purchased the UtoteM chain of convenience stores in 1984, Circle K management adopted UCP as the company's designated charity. Today, UCP remains Circle K's charity of choice in the Florida and Gulf regions. Circle K stands as UCP's largest corporate sponsor, having raised more than \$40 million through coin collection canisters at retail sites and with special events like golf tournaments, casual days, bake sales and car washes.



### **New Adopt a Child/Adopt a Life Campaign**

Circle K and UCP launched a re-energized promotional campaign in Circle K's Florida region aimed at increasing support for people with disabilities in the communities in which Circle K and a UCP affiliate co-exist, on September 1. The campaign helps to celebrate and promote the tremendous difference that Circle K has made in communities across Florida.

Entitled "Adopt a Child/Adopt a Life," the new promotional effort tells the stories of the real people being served in each community where Circle K collects and donates money on behalf of UCP. It features the photo and story of a child or adult with a disability whose life has been positively impacted by a UCP Florida affiliate that has benefitted from Circle K's charitable work.

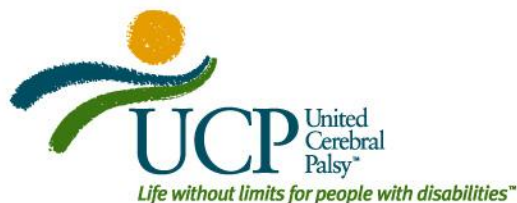
"We're excited to herald Circle K's deep philanthropy by showing people in the communities where a Circle K is doing business that their donations are impacting real lives in the towns and cities where donations are being collected," said Michael Hill, UCP's Senior Vice President for External Affairs. "In this way, we shine a spotlight on the radical difference that Circle K is making in the lives of people with a spectrum of disabilities."

Unlike the earlier coin collection campaigns, each Circle K store features the story/photo of a UCP client that lives in the region that that particular store serves. Circle K customers donating at the register now know they are supporting those in their immediate community. This type of targeted campaign that ties donors to outcomes is designed to trumpet the good work of Circle K as a community partner and good corporate citizen. At the same time, it will raise public awareness of UCP and the services it provides to people with disabilities, and raise crucial funds that will change their lives for the better.

In addition to the "Adopt a Child/Adopt a Life" campaign, Circle K will also launch different promotions throughout the year to raise additional funds for UCP. Beginning in November and running through the holiday season, Circle K patrons can donate specifically to "Be a Star." Customers will have the opportunity to purchase a "star" that includes coupons for in-store use on select products. The star will be hung throughout the stores to raise awareness of Circle K's support of UCP and encourage other customers to support as well. Plans for Independence Day promotions linking to the UCP's work in providing greater independence for people with disabilities, including returning wounded veterans and a storewide promotion during Disability Awareness Month in March will round out a refreshed series of in-store efforts.

### **UCP Honors Circle K with 2011 UCP Chair Award**

UCP presented Circle K with its *Chair Award* in recognition of a partnership that has spanned three decades and seen the convenience store chain donate tens of millions of dollars to the charity during the [2011 UCP Annual Conference](#). The Chair Award is UCP's highest honor and is given by the Chair of UCP's National Board of Trustees for exemplary commitment to UCP's mission. This was a part of UCP's annual *Awards for Excellence*, presented to UCP affiliates, individuals and companies whose exceptional activities, achievements and dedication exemplify the UCP mission to advance the independence, productivity and full citizenship of people with disabilities through its affiliate network.



UCP presented the 2011 *Chair Award* to Mr. Jason Broussard, Vice President of the Circle K Gulf Coast Region, and to Mr. Darrell Davis, Vice President of the Circle K Florida Region. Since 1984, Circle K has made a profound difference in the lives of people with disabilities. Through the company's canister program, special events and cause marketing efforts, Circle K employees have literally transformed thousands of lives and donated more than \$40 million to UCP's efforts.

Bruce Merlin Fried, Chair of UCP's National Board of Trustees, said it was an easy decision to honor Circle K. "We know that Circle K's philanthropic efforts make significant contributions in the communities where they have a presence, but for UCP, Circle K has been a central part of advancing the civil rights movement for people with disabilities. Few companies can claim that level of impact. We applaud Circle K for not only transforming lives but making a long-term commitment to UCP."

"Corporate partnerships can have a dramatic impact on the work of organizations like UCP," said Stephen Bennett, President & CEO of United Cerebral Palsy. "But the partnership with Circle K goes beyond a partnership; it has literally been a cornerstone experience for thousands of Circle K employees for decades and the efforts of those employees have forever changed the lives of thousands of people with disabilities around the nation."

Davis, who was appointed Vice President of the Florida region just this past Spring, said, "At its heart, Circle K is a group of committed individuals who care deeply for the communities where we have operate. For more than three decades, our partnership with UCP has been one of the most important outlets for Circle K to give back to the people we serve. We look forward to strengthening our ongoing relationship with UCP and are proud to play a role in advancing the civil rights movement for people with disabilities."

### **About United Cerebral Palsy**

United Cerebral Palsy (UCP) educates, advocates and provides support services to ensure a life without limits for people with a spectrum of disabilities. UCP and its nearly 100 affiliates advance the independence, productivity and full citizenship of people with a spectrum of disabilities by providing services and support to more than 176,000 children and adults every day—one person at a time, one family at a time. We work to enact real change—to revolutionize care, raise standards of living and create opportunities—impacting the lives of millions living with disabilities. For more than 60 years, UCP has worked to ensure the inclusion of individuals with disabilities in every facet of society. Together, with parents and caregivers, we continue to push for the social, legal and technological changes that increase accessibility and independence, allowing people with disabilities to dream their own dreams for the next 60 years, and beyond. For more information, please visit [www.ucp.org](http://www.ucp.org).

# # #