



For Immediate Release

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North Dakota Unleaded88 Retailers Kick Off Pink at the Pump® Campaign
Participating retailers to donate three cents of every Unleaded88 gallon sold in October
to Pink it Forward

BISMARCK, N.D. – North Dakota retailers are going pink this October. Twenty-three Unleaded88 fuel retailers across the state are participating in the annual Pink at the Pump® campaign to raise funds for breast cancer awareness while increasing consumer awareness about Unleaded88, a higher-octane fuel containing 15 percent ethanol and 85 percent gasoline. Participating retailers will donate three cents of every gallon of Unleaded88 sold from Oct. 1-31 to support individuals impacted by a breast cancer diagnosis.

“Ethanol replaces harmful carcinogenic aromatics found in gasoline and burns cleaner and cooler in engines, which not only helps the vehicle’s performance but provides cleaner air quality for everyone,” says Jeff Zueger, North Dakota Ethanol Council chairman and Harvestone CEO. “We are excited to partner with a North Dakota nonprofit, Pink it Forward, to provide support for individuals facing a breast cancer diagnosis.”

“Petro Serve USA stations across the state are honored to be part of this campaign for North Dakota,” says Kent Satrang, Petro Serve USA CEO. “Unleaded88 is a high-performance, cost-effective option for consumers that is better for the environment. We look forward to contributing to Pink it Forward to support individuals in our communities who have been diagnosed with breast cancer.”

“The North Dakota Corn Utilization Council is proud to be a partner in this effort,” says Tysen Rosenau, North Dakota Corn Utilization Council chairman. “Ethanol is the world’s cleanest source of fuel octane. By choosing to fuel with Unleaded88 throughout October, consumers are fighting breast cancer at the pump while supporting North Dakota’s corn producers.”

Pink It Forward is a 501(c)3 nonprofit organization started locally by family members who have been battling breast cancer for three generations. With more than ten family members diagnosed, their goal is to bring a little light to individuals facing a cancer diagnosis. They want to pay it forward; Pink It Forward.

Pink at the Pump® is a joint effort between the North Dakota Ethanol Council and the North Dakota Corn Utilization Council. For the entire month of October, participating locations will feature pink selector stickers, and promotional posters in-store and on the pumps. Learn more about Pink at the Pump® at www.ndethanol.org/pinkatthepump.

Choose to Pink it Forward and fill with Unleaded88 at these participating locations:

Bismarck:

Cashwise - 900 43rd Ave NE

Petro Serve USA - 1120 E Divide Ave

Casselton:

Petro Serve USA - 102 Langer Ave S

Fargo:

Cashwise - 4907 Timber Pkwy S

Petro Serve USA - 205 NP Ave

Petro Serve USA - 1340 34th St SW

Petro Serve USA - 2921 Broadway N

Petro Serve USA - 3820 12 Ave NW

Petro Serve USA - 3902 Main Ave

Petro Serve USA - 4440 9th Ave SW

Petro Serve USA - 2110 University Dr S

Grand Forks:

Valley Dairy - 2401 S Columbia Rd

Harwood:

Petro Serve USA - 310 Dakota Ave

Mandan:

Petro Serve USA - 309 6th Ave SE

Petro Serve USA - 1300 E Main St

Minot:

Cashwise - 3208 16th St SW

Valley City:

Petro Serve USA - 807 W Main St

Petro Serve USA - 1020 8th Ave SW

Watford City:

Cashwise - 113 6th Ave SE Suite 5100

West Fargo:

Cashwise - 755 33rd Ave E

Petro Serve USA - 239 W Main Ave

Williston:

Cashwise - 300 11th St W

Wyndmere:

Tesoro - 704 7th St

For more information, visit the North Dakota Ethanol Council website at www.ndethanol.org.

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