



News Release

FOR IMMEDIATE RELEASE
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FOR MORE INFORMATION, CONTACT:
Jessica Bjorgaard
(816) 994-0986
Jessica.Bjorgaard@inquestmarketing.com

PRICE CHOPPER GIVES VETERANS FUEL/FOOD SAVINGS ON VETERANS DAY

PRAIRIE VILLAGE, Kan. – This Veterans Day, Price Chopper is honoring Kansas City veterans with special savings at the gas pump for the fifth consecutive year. On **Tuesday, November 11th**, any veteran that stops by Price Chopper can receive \$0.25 off per gallon (or 500 points towards food savings) on their next fill up at QuikTrip (up to 20 gallons). No purchase is necessary. For veterans to receive this discount, they simply need to bring their Chopper Shopper REWARDS Card to the store on November 11th.

“Veterans are our friends, family members and neighbors, and it’s because of the dedication they have to America that we are able to do what we do,” said Casie Broker, Director of Marketing, Price Chopper. “Price Chopper is pleased to give this special reward to the men and women who serve our country.”

Offer details:

- Veterans need to bring their Chopper Shopper REWARDS Card and either their VA card, VFW card, DD214 or other Veterans ID to any Price Chopper store on Nov. 11.
- The cashier will load the \$.25/per gallon reward onto his/her Chopper Shopper REWARDS Card (no purchase necessary).
- Veterans can only earn the bonus reward on Nov. 11, but can redeem it at QuikTrip until the end of 2014.
- If a veteran does not have a REWARDS Card, he/she can sign up for one in store, free of charge.
- If the veteran is opted-in for food savings instead of fuel savings, 500 points will be applied to the cardholder’s next certificate for food savings.

ABOUT PRICE CHOPPER

Price Chopper’s 50 stores are locally owned by the Ball, Bresette, Cosentino, McKeever, and Queen families, all of whom live in Kansas City and oversee store operations on a daily basis. For 35 years, the owners and employees of Price Chopper have been committed to providing the highest quality products and top-of-the-line customer service to the thousands of customers they serve every day. For more information, please visit www.mypricechopper.com.

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