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7-Eleven Expands Reduced Emissions Fuel Program in US, Canada

Already, 7-Eleven Customers' Fuel Purchases Help Plant 70,000 trees, Offset 24,000 metric tons of emissions through RENEW program, powered by GreenPrint

Irving, Texas (Aug. 16, 2018) - 70,000 trees planted and 24,000 metric tons of carbon emissions offset. That's what **7-Eleven, Inc.** and its customers in Portland, Oregon, Seattle, Washington, and Madison and Milwaukee, Wisconsin, have achieved in less than a year through its **RENEW™ reduced emissions fuel program**.

Now the world's largest convenience retailer is expanding that commitment to sustainability. Today, 7-Eleven announced the expansion of its RENEW efforts to 142 additional fuel stores and 698 non-fuel locations for a total of 934 locations. The second phase will launch in California, Oregon, Washington and British Columbia, Canada, this September.

The RENEW reduced emissions program is a collaboration between 7-Eleven and GreenPrint, a company that promotes sustainability through the retail gasoline, fleet and consumer product industries.

Customers reduce emissions by purchasing the same high-quality fuel they have always pumped at 7-Eleven® stores. GreenPrint calculates tailpipe emissions from gasoline sales to determine the amount to invest in certified carbon reduction projects. The goal is to help neutralize emissions in the atmosphere by up to 30 percent and support local nonprofit organizations and plant trees in conjunction with the Arbor Day Foundation.

"As the convenience retail leader, we're uniquely positioned to promote sustainability by bringing innovative programs like RENEW to market," said Joe DePinto, 7-Eleven President and Chief Executive Officer. "This program, coupled with our 2025 corporate social responsibility targets, furthers our efforts to reduce our environmental footprint, and offers customers a way to make a positive impact on the environment and their local communities."

For every gallon of gas purchased in the 7-Eleven RENEW program, an investment will be made in reforestation, green-scape projects, wildlife protection and renewable energy projects designed to help reduce car emissions. The local, regional and global certified carbon reduction projects are designed to remove carbon dioxide from the atmosphere. Over the next year, more than 100,000 more trees will be planted across the United States in cooperation with the Arbor Day Foundation. In Canada, at least 10,000 trees will be planted with Tree Canada.



“Customers’ impressive response to the first phase of the RENEW program at 7-Eleven is a testament to how one organization can have a lasting impact on sustainability and a community’s environment,” said Pete Davis, founder and CEO of GreenPrint. “7-Eleven continues to be innovators in the gasoline industry and an important partner in its Plant it Forward program.”

The RENEW program has already begun to make a defined impact on the environment. More than 1,250 acres of trees have been planted. According to the U.S. Department of Agriculture, one acre of forest absorbs six tons of carbon dioxide and puts out four tons of oxygen per year, enough to meet the annual needs of 18 people. The 70,000 trees planted through 7-Eleven’s RENEW reduced emissions fuel program represent 7,500 tons of carbon dioxide absorbed in this year alone. These trees will continue to positively impact the environment for years to come.

[7-Eleven’s Plant it Forward](#) program allows customers and local community members to take part in 7-Eleven’s 100,000 tree pledge by dedicating a tree to family or friends.

7-Eleven announced in 2016 that it was working with Conservation International (CI) to set measurable corporate social responsibility (CSR) goals to reduce its environmental footprint. 7-Eleven’s CSR mission has three focus areas – planet, products and people. The retailer also joined CI’s Business and Sustainability Council, a forum for corporate leaders taking positive environmental actions in their businesses, to explore mutually beneficial ways to further reduce its environmental impact. Learn more about RENEW at www.7-Elevenrenew.com.

To locate a 7-Eleven store offering the RENEW program near you, visit: <https://www.7-elevenrenew.com/locator>.

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About 7-Eleven, Inc.

7-Eleven, Inc. is the premier name and largest chain in the convenience-retailing industry. Based in Irving, Texas, 7-Eleven operates, franchises and/or licenses more than 66,000 stores in 17 countries, including 11,800 in North America. Known for its iconic brands such as Slurpee®, Big Bite® and Big Gulp®, 7-Eleven has expanded into high-quality salads, side dishes, cut fruit and protein boxes, as well as pizza, chicken wings, cheeseburgers and hot chicken sandwiches. 7-Eleven offers customers industry-leading private brand products under the 7-Select® brand including healthy options, decadent treats and everyday favorites, at an outstanding value. Customers also count on 7-Eleven for bill payments, self-service lockers and other convenient services. Find out more online at www.7-Eleven.com, via the 7Rewards® customer loyalty platform on the 7-Eleven mobile app, or on social media at [Facebook](#), [Twitter](#) and [Instagram](#).

About GreenPrint

Founded by a team of loyalty and rewards experts, GreenPrint created the first reduced emissions programs for fuel which is licensed to convenience store chains, energy companies, and corporate fleets – enabling them to sell, or fill up with, more environmentally friendly fuel. Today the company reduces emissions on almost 360 million gallons annually across hundreds of retail locations and 100,000 corporate and municipal fleets in 12 countries.